

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXV, No. 6

NEW YORK, MAY 12, 1921

10c A COPY



The Swivel says

it's a Simmons

Creating a new Carat

To most people gold jewelry means solid gold of various carats, or gold-filled. But Simmons Watch Chains, made by the R. F. Simmons Company of Attleboro, Massachusetts, require a different classification. They are produced by Simmons' exclusive process of working solid gold over less expensive metal. The result is a chain as good looking as solid gold but far less costly. Furthermore, it is a chain superior in wear and finish to one that is gold-filled.

N. W. Ayer & Son have undertaken to place Simmons Chains in their just relation to solid and gold-filled chains. We are working to make the swivel illustrated above an identification of value as definite in meaning as a carat marking. Every advertisement carries this reproduction. The Simmons-process story is the backbone of each piece of copy.

Nearly every man who wears a watch is a potential customer for Simmons Chains. We believe the advertising we are providing for the R. F. Simmons Company will enable our client to realize upon this vast market.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Editorial Organization

The Standard Farm Paper Unit is a national farm medium composed of seventeen separate editions.

The strength of The Standard Farm Paper Unit lies in the fact that each edition has its own distinct editorial staff that concentrates its efforts upon the problems of farmers in a given field.

You cannot standardize farm problems or the human minds that deal with them . . . for they both vary widely according to surroundings and location.

Neither is it possible to operate with one editorial office and serve farmers everywhere with uniform "standardized" information.

The Standard Unit maintains seventeen editorial staffs to render a service that will conform to the particular conditions and problems under which each reader lives and works.

If you want to reach the type of farmer that profits by such a service, use

The Standard Farm Paper Unit

The *flexible* national medium with local prestige.

A. B. C. Circulation 1,900,000

The Breeder's Gazette
Established 1881

The Nebraska Farmer
Established 1859
Lincoln, Neb.

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Farmer's Wife
Established 1900
St. Paul

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Atlanta, Dallas

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Western Representatives
STANDARD FARM PAPERS, INC.
1109 Transportation Bldg., Chicago



Eastern Representatives
WALLACE C. RICHARDSON, INC.
95 Madison Ave, New York City

All Standard Farm Papers are members of the A. B. C.

May 12, 1921

tion

medium

es in the
rial staff
farmers

an minds
y accord-

al office
ardized"

staffs to
lar con-
ves and

ofits by

Unit
ige.

as

esentatives
nson, Inc.
York City

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXV

NEW YORK, MAY 12, 1921

No. 6

Clever Plan Back of Sensational Gillette Announcement

How the Gillette Safety Razor Company Is Putting Methods into Effect
Far in Advance

By John P. Wilder

ON November 15, 1921, the United States patents on the Gillette Safety Razor will expire, and after that date the right becomes public to make and sell razors which are mechanically identical with the original Gillette product. For seventeen years the company has had a monopoly in the manufacture and sale of safety razors of that peculiar, distinctive type. They have become practically universally known and recognized as Gillette razors, whether the name and trade-mark are visible or not. But after November 15, next, anybody who likes can make and sell razors which, so far as construction and design are concerned, are indistinguishable from the product covered by the patent.

It is hardly necessary to emphasize the importance of the business problem involved in that situation. It is a problem which many manufacturers have been forced to meet, with more or less success; and many others will be confronted with it in years to come. More than 30,000 patents will expire in this present year of grace, and the number will increase steadily year by year. Not all of them represent distinctive products for which public good-will has been built up. But many of them do. And the big question is: How can that good-will be preserved and protected while letting the patent monopoly go? If Tom, Dick and Harry are

free to make and sell the very identical thing itself, how can they be prevented from trading upon the reputation of the original manufacturer? Obviously that is not a problem which can be solved between the innings at the ball game. The Gillette company has been working on it for no less than seven years, and the methods adopted should prove at least suggestive to other manufacturers in a similar situation.

Announcement has already been made of a new and improved Gillette razor, and rumors have been floating about to the effect that "Gillette was going to put out a dollar razor." Both statements are true. But the new and improved razor is not a dollar razor, and the dollar razor is not new. The new razor is an actual new and improved Gillette, covered by a new patent which was issued January 13, 1920; while the dollar razor is one of the old-model Gillettes, put up in a less expensive package, and accompanied by only three blades instead of a dozen. There is another old-model set at \$2.50, and one at \$3, while the new model, covered by the new patent, is priced at \$5 and up.

In other words, the company is itself seizing the opportunity to invade the low-price market in advance of the competition which would naturally follow the expiration of the old patent. Six months before it is possible for

anyone else to manufacture under the old patent the company is out with a genuine Gillette at a dollar. So far as is humanly possible, the expiration of the patent is to be turned from a liability

nize the difference between old and new Gillette razors, and demand must be created for the new as against the old model at reduced prices. All of which requires a rather high degree of business generalship, and a plan of action which is pretty carefully worked out in advance.

Probably the most striking feature of the plan is the method adopted for securing distribution for the new razor and at the same time keeping the old razors on the market and protecting dealers against loss in disposing of them. Briefly stated, this consists of an adjustment proposition, whereby the company allows the dealer a credit of from 90 cents to \$1.12 on each old-model razor in his stock, if he will buy one new-model razor for each of the old style thus credited. The company is in a position to make delivery of at least one or two dozen to each dealer during May,

and is putting \$2,000,000 worth of advertising squarely behind the new model. Thus the dealer has a double inducement to take advantage of the adjustment plan—the desire to get credit on his old stock, and the opportunity to cash in on an advertising campaign which is imposing enough to be convincing. The company is using pages and double pages every two weeks in one national weekly, and 1,000 lines, weekly, in 110 newspapers.

It is worth special notice that this adjustment plan, while securing quick distribution for the new product, does not at the same time retire the old product from the market, but on the contrary renders it salable at reduced prices.

Gillette

is shaving the World



ONLY the boundaries of the earth limit the scope of the Gillette Organization. Twenty years ago, it established regular distribution of Gillette Safety Razors and Blades all over the world—for the Far East, North, the Tropics, and the world's end in Asia and Africa.

And now comes

The New Improved Gillette

Shaved today you can

The first shaving instrument of precision—in material and design—ever made. It is your own safety razor more than the old-type Gillette.

Through the Gillette Organization, this great Gillette improvement reaches the world's stores on almost the very day you first see it in the window of every druggist, hardware merchant, grocer, sporting goods dealer, haberdashery or men's department in your home town.

GILLETTE SAFETY RAZOR COMPANY
BOSTON, U. S. A.



FULL-PAGE NEWSPAPER ANNOUNCEMENT TO RUN MAY 16

into an asset. To put it briefly, the company plans to maintain and protect its good-will by continuing to be the biggest factor in the field, both within and without the scope of patent rights.

Obviously the inauguration of such a policy involves many problems of its own. Distribution must be obtained for the new razor in the 250,000 stores which are now carrying stocks of the old-model razors. Each of those 250,000 dealers must be protected against loss in disposing of his stock of the old models. The company's salesmen and jobbers' salesmen must be taught to handle an unusual and somewhat complicated selling problem. The public must be taught to recog-



H. G. Wells says:

"In 1650 the world was tremendously unsettled and distressed. Everywhere there was disorder,—anything might happen; and it is just those disordered and indeterminate times that are most fruitful of bold religious and educational initiatives."

Today business and men are conscious of their need for religion.

The Christian Herald is feeling this in active circulation response, increased sale of religious books and record-breaking charity receipts.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK



WESTERN OFFICE MOVED TO

225 NO. MICHIGAN BOULEVARD, CHICAGO, ILL.

The company does not, even temporarily, abandon any part of the market, and while its big drive on the new model is in process the old models will be getting into the hands of new sections of the public. Then, later on, the new sets at \$1, \$2.50 and \$3 will come along to replace the stock that has been sold.

The company reports that 96 per cent of the retailers called upon to date have taken full advan-

lem is intensified from the fact that quick action is a positive requirement. The company has more than 250,000 dealers to be reached, some 150,000 of whom are served direct, and the balance through jobbers. To secure adjustment contracts from all of them in the six months which remain before the expiration of the patent, would be a real, man-size undertaking. But the company must do better than that. It is

doing better than that. The reason lies in the care with which every detail was worked out in advance and the skill with which enthusiasm for the new product was instilled in the company's salesmen and the jobbers' salesmen.

It was realized, for example, that a great many questions would be asked and objections raised by dealers who did not clearly understand the details of the plan and could not grasp the broad purpose behind it. A letter describing the plan had been sent to all dealers on April 9, but no statement, however clearly worded, can forestall all objections, or answer questions beginning "why don't you do

thus and so." The company, therefore, attempted to answer in advance every possible question which might be put to the salesmen, and give them a standardized method of meeting objections. A manual of some forty pages, containing these questions and answers, was placed in the hands of each salesman calling upon the trade, so that as little time as possible might be lost in correspondence with the home office for the purpose of getting decisions.

The manual takes up in detail all questions concerning the construction, operation and advan-

Another Triumph of American Invention

The New Improved Gillette Safety Razor

PATENTED JANUARY 13th 1920



QUICK action is the essence of the new Gillette safety razor. It is the only razor that will cut the hair without pulling or tearing. It is the only razor that will cut the hair without pulling or tearing. It is the only razor that will cut the hair without pulling or tearing.

QUICK action is the essence of the new Gillette safety razor. It is the only razor that will cut the hair without pulling or tearing. It is the only razor that will cut the hair without pulling or tearing. It is the only razor that will cut the hair without pulling or tearing.

QUICK action is the essence of the new Gillette safety razor. It is the only razor that will cut the hair without pulling or tearing. It is the only razor that will cut the hair without pulling or tearing. It is the only razor that will cut the hair without pulling or tearing.

The New Improved Gillette

Gillette

SAFETY RAZOR

INSTITUTIONAL COPY ON THE SCOPE AND PRESTIGE OF THE BUSINESS

tage of the adjustment plan, and have bought one new-model razor for every one of the old style carried in stock. To guard against the "padding" of lists upon which credit is claimed, each adjustment claim is made upon a special blank, and the serial numbers of the old-style razors in stock are listed on the back. As a further precaution, the retailer is asked to swear to the correctness of the statement before a notary.

QUICK ACTION IS ESSENTIAL

It is not often that a merchandising operation of this magnitude is undertaken at all, and the prob-

the fact
positive
any has
rs to be
f whom
balance
cure ad-
all of
which re-
n of the
man-size
company
t. It is
han that.
es in the
ch every
rked out
and the
which en-
the new
instilled
any's
the job-

zed, for
a great
s would
objec-
dealers
clearly
details
d could
e broad
d it. A
ng the
sent to
April 9,
nt, how-
worded,
all ob-
answer
inning
you do
there-
in ad-
question
sales-
stand-
ections.
pages,
nd an-
nds of
on the
as pos-
spond-
or the

detail
e con-
advan-

The kids are on!

Beach-Nut Ginger Ale

WHISTLE

LEMON-CRUSH

Beech-Nut Ginger Ale

An abysmal thirst!

IT takes more than water to quench the normal boy's thirst. And the more than 500,000 normal American boys that follow THE AMERICAN BOY regularly form collectively a fertile Sahara to the manufacturers of standard quality soft drinks.

The better-known brands are well represented in THE AMERICAN BOY'S advertising columns. Newcomers find this medium a comparatively easy approach to swift recognition and universal popularity.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in all the World"

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago

"The backward art of spending"

What is the real importance to the manufacturer of the uncertain judgment of the buying public?

A CAR-LOAD lot of ice-cream freezers had "gone dead" on a dealer's hands. With a short season, quick action was needed.

On another make of freezer he was almost sold out. It was no better in quality—and even slightly more expensive.

The dealer decided to try a novel plan. He reduced the price of this popular make—thus leaving the slow-selling freezer higher in price.

And now the car-load lot was sold without difficulty.

This was the actual experience of a large Chicago department store. Unusual in itself, this incident illustrates a condition more widespread than is generally imagined—the uncertain judgment of the buying public.

To the *earning* of money, individuals bring a highly specialized training and skill. But *spending* in most families is an amateur effort—largely a matter of guess-work. The burden falls almost entirely on one member of the family—the housewife. It is estimated on reliable authority that 80% of all retail purchases are made by women.

"The housewife's tasks," writes a noted economist, "are much more varied than the tasks which business organization assigns to most men. She must buy milk and shoes, furniture and meat, magazines and fuel, hats and underwear, bedding and disinfectants, medical services and toys, rugs and candy. Surely no one can be expected to possess expert knowledge of the qualities and prices of such varied wares.

"A few (people) indeed make so much money that they can slight the art of spending—but the vast majority would



No buyer for a factory or office is called upon to make purchases as widely diversified as those of the housewife. She must select the articles for her home from among thousands of items in many different fields.

gain as much from wiser spending as from increased earning."

The spreading of information about merchandise is obviously one of the primary functions of advertising and just as obviously all truthful advertising promotes wiser spending to some degree. Constantly fearful of errors in judgment and of wasting money, the housewife seizes eagerly the facts that really help her in buying.

Advertising that is planned to guide human decisions is not only most effective in bringing wiser spending; it also wins the manufacturer maximum returns at minimum cost.

It is by preparing advertising campaigns of this kind that the J. Walter Thompson Company is co-operating with many manufacturers in building volume and net profits.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI CLEVELAND LONDON

tages of the new razor, and covers thoroughly the company's policy with regard to adjustments, sales contracts, price cutting, competing goods, patents and advertising. It answers fully such questions as: "It has always been part of your policy to take back for exchange unsalable merchandise. Why don't you therefore let me send my old stock back to you now?" "Why not permit me to give you a statement of the sets I have on hand, and you give me a credit, and then later I'll order in new goods?" "I have money enough invested in your line at present, so why should I take on additional sets at this time?" "If I find I cannot sell the New Improved Razors, are they exchangeable for the old type, and on what basis?"

The answer to the last-named question may be quoted as an example: "We are not leaving it to you to sell the New Improved Razors. That is what we are expending \$2,000,000 for. Our advertising campaign extends from May 16 until Christmas, and during that time you will have ample opportunity to sell not only the New Improved Razors which you now order, but also many more in addition which you will purchase from us. If under any combination of circumstances, however, you find yourself at the expiration of this campaign still unable to move the new razors, we shall be glad to consider an exchange for other sets."

Quite as interesting was the careful way in which the introduction of the new razor to the sales force was staged, for the purpose of emphasizing its dignity and importance and arousing their enthusiasm. So far as possible all details were kept under cover until the date set for a meeting of all salesmen at the home office. The men knew in a general way that something new was in process of development, but were only allowed to know enough to whet their curiosity.

On the appointed day the men were ushered into a room carefully darkened for the purpose, and draped with purple velvet.

After a few moments of impressive silence the lights went on in front of a miniature theatre stage, and the curtain rose, displaying two of the new sets with the covers closed. A moment later one of the box covers opened slowly, as if by magic, and most of the men present got their first glimpse of the product which had been seven years in the making. Then the other box cover opened, the lights remained on for a few moments, and were extinguished.

This same process was repeated for each of the new models in the line, each enshrined on a miniature stage of its own. It is said that the men abandoned all sales-convention dignity, and cheered each new disclosure to the echo. The construction of the miniature theatres, electric wiring, etc., cost the company about \$400, but it is declared that its value in getting the new product off to a good start is incalculable.

As already described, the largest advertising campaign in the Gillette company's history is behind the new product. There are two preliminary announcements, which run the first two weeks in May, and the complete announcement to the public will appear in full-page newspaper space on May 16. "Another triumph of American Invention," the copy reads. "One great secret of American success is the readiness to scrap the old machine, process or device for an improvement which will do the work better in less time and with happier results."

"Read the history of progress, and you will find that no one inventor ever produced a machine in its final and perfected form."

"To John Fitch in 1767 belongs the credit of the first steamboat, plying the Delaware River between Burlington and Trenton."

"It was Robert Fulton's *Clermont* that first made steam navigation practical by the invention of the paddle wheel."

"A cotton gin of the roller type had been known long before Eli Whitney ever saw a boll of raw cotton—but it was Whitney's genius that transformed the idea

*Completely blankets Des Moines
and covers the State of Iowa.*

The Des Moines Sunday Register

Now has Over

100,000

Net PAID Circulation

(10 Cents A Copy Everywhere in Iowa.)

*Eight Page Rotogravure—edited
in Des Moines for Iowa readers.
Ask for specimen copy.*

and made it practical. And it was Hogden Holmes, of Georgia, who invented the toothed wheel, which has long since superseded Whitney's original wire fingers.

"The Gillette marked the first great advance in the art of shaving in 5,000 years.

"Up to the present time, by the world's verdict, it has remained the most efficient shaving device known to men.

"It is now superseded, under worldwide patents, by the New Improved Gillette Safety Razor—an advance so positive as to increase shaving efficiency more than 75 per cent, and add to the daily comfort of men in every part of the globe."

A full description of the new device is given, together with a cross-section diagram showing its construction and operation. At the end is this rather significant paragraph (which is also displayed in every piece of copy in the series), "NOTE: The Gillette company assumes full responsibility for the service of Gillette blades when used in any *genuine* Gillette razor—either old-type or New Improved Gillette. But with *imitations* of the genuine Gillette it cannot take responsibility for the service of blades."

The general theme of inventive genius is followed throughout the series, with reference to such inventions as the incandescent lamp, the sewing machine, the photographic camera, etc. But throughout the greater part of the campaign each alternate advertisement is headed "Gillette Is Shaving the World," and refers to the immense scope of the company's business and its prestige as a leader in the field. As already stated, the campaign will run once a week until Christmas, in 110 newspapers in sixty-seven cities. No copy is less than 1,000 lines, and there are 1,500-line advertisements and full pages. Full pages and double spreads will be run in a national weekly, every two weeks. Double-page, three-color inserts will appear in thirty-nine trade and business papers, and the company is fully prepared with a

complete outfit of folders, window display material, catalogue inserts, motion picture slides, dealers' electros, etc. Nothing that could be prepared in advance has been neglected.

Many observers have noticed an unusual number of cut-price offers on Gillette razors during the past few months. This does not mean, however, that the company has changed its belief in the justice of the standard price, nor that it has abandoned its policy of maintaining resale prices to the extent permitted by the law. It simply means that the old-style razor is soon to pass into the limbo of a discontinued style, and before the company puts out its low-priced sets it is glad to have dealers dispose of their old stocks at any price they see fit. The faster they get into the hands of the public, the better satisfied the company will be, for after November 15 there will be just so much less temptation for others to try to put out spurious Gillettes.

Major Sterrett Forms Advertising Agency at Erie, Pa.

An advertising agency has been established at Erie, Pa., under the name of Meyer & Sterrett by L. G. Meyer and Major Tom Sterrett. Major Sterrett was recently engaged in advertising work for the Advertising Agencies Corporation at New York in connection with recruiting advertising of the United States Army.

E. A. Lundy at Cleveland for Simmons-Boardman

E. A. Lundy, business manager of the *Railway Signal Engineer*, one of the Simmons-Boardman publications, has been transferred to the Cleveland office of that company.

Joins Chatham Agency

D. M. Johnston, formerly head of the Johnston Advertising Agency, San Francisco, and recently with the *New York Evening Mail*, has joined the Chatham Advertising Agency, New York.

Omar Cigarette Account with Frank Seaman

Frank Seaman, Inc., has been appointed to handle the advertising of "Omar" cigarettes for the American Tobacco Company, Inc., New York.

Established in 1827

EL MERCURIO

Santiago, Valparaiso, Antofagasta,

CHILE

has been recognized for many years both at home and in this country as the dominating newspaper influence in the Republic of Chile.

EL MERCURIO maintains a world-wide news service, including membership in the Associated Press and its own news correspondent in New York City.

EL MERCURIO'S news columns are accepted in Chile without question, and its editorial expressions have a distinct influence on Chilean social, political and economic life.

EL MERCURIO has maintained a steady policy in favor of the United States and our sharing in the development of Chile's natural resources.

EL MERCURIO is published daily in Santiago, Valparaiso and Antofagasta. Chile can not be "covered" from any one center, because suitable transportation is lacking.

EL MERCURIO'S advertising columns are used regularly by all the leading local business houses in each city of publication.

EL MERCURIO has carried for years past the full newspaper schedules of every American exporter doing business in the Chilean market,—most of them exclusively.

EL MERCURIO is today more than ever the easiest and quickest means of approach to the cream of Chile's worth-while people.

ASK EL MERCURIO ABOUT CHILE

S. S. KOPPE & COMPANY

S. S. Koppe and A. B. Chivers

Publisher's Representatives

TIMES BUILDING

NEW YORK

Collier's

THE NATIONAL WEEKLY

get a copy



*Irving T. Bush, author of
"America's Longest Pay Roll" in
Collier's for May 14*

Every Saturday night each ten workers in the United States reach into their pay envelopes to pay the salary of one public employee!

Virtually, that is the condition in America today — but the burden is carefully disguised in the maze of national, state and municipal tax levies.

Irving T. Bush, whose position in American business gives force to his opinions, has some things to say about this condition which will interest every man and woman who lives in America.

Read "America's Longest Pay Roll" by Irving T. Bush in Collier's for May 14.

Collier's
THE NATIONAL WEEKLY

MR. J. NOBLE
STOCKETT

Consumer Advertising Speeds Up Dealer Buying And Dealer Selling.

THE manufacturer who supports his retail trade with consumer advertising is bound to meet with an all-around bigger demand for his products.

Take Boston Garters, manufactured by The George Frost Company and represented in Baltimore by Mr. J. Noble Stockett. During our garter investigation in the Baltimore market this brand was found in a high percentage of the better stores interviewed. Baltimore dealers have responded to Mr. Stockett's salesmanship and to the advertising of The George Frost Company in The NEWS, which advertising is now to be followed up by a schedule in The NEWS and AMERICAN. We believe the other two products of the Frost line represented by Mr. Stockett—Naiad Dress Shields and Velvet Grip Hose Supporters—would respond satisfactorily to the same stimulus.

Baltimore is full of merchandise which could enjoy greater sales if the manufacturers would concentrate on Baltimore consumers and advertise their products to the people through their great channel of information, The NEWS and The AMERICAN, which have an intensified circulation of more than 187,000 copies, daily and Sunday, and which, along with their Associated Press news, will carry your message into practically every home in Baltimore and suburbs, covering every nook and corner of the State of Maryland and going into nearby portions of adjoining states as well.

To those interested we will be pleased to send a copy of our Garter investigation, upon request.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

have a word
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Questions Asked and Answered Regarding "Millines"

Proposed Measurement of Advertising Prices Arouses Keen Interest

By Benjamin H. Jefferson

Advertising Manager, Lyon & Healy

A FLOOD of correspondence has reached me in regard to the Milline since my article upon this subject appeared in *PRINTERS' INK*, September 9, 1920. It speaks volumes for the attention with which the paper is read, when a scant two-page essay brings responses from so many of the great nerve centres of a large industry.

I have also had the pleasure of personal calls from a score of leading advertisers and agencies. Almost daily the subject has been brought up by representatives of standard publications. A St. Louis agency has availed itself of the Milline to do some effective work.

In Canada, one of the leading newspapers has based large display advertising in class papers upon the Milline. And a number of advertising men, notably one in Minneapolis, have worked out very elaborate cost estimate lists based on the Milline system.

Perhaps I may add that several Chicago agencies have used the Milline with success in closing new accounts.

I am aware, however, that the Milline system is as yet an unknown quantity to many, and so on that account repeat a few of the questions which have been asked of me, together with my answers.

Question—What is the reason for the Milline?

Answer—The Milline for the first time reveals to the owner what he is buying.

Question—What is the Milline?

Answer—The Milline is one agate line circulated one million times. The word "Milline" is a contraction of the words "million lines." It is a common denominator which shows the product of the space multiplied by the circulation.

Question—Where is the advantage in computing the Milline cost over the conventional agate line rate?

Answer—The Milline cost discloses in one word the reader value of the advertising. The agate line tells you nothing in itself. For instance, the rate of the *Saturday Evening Post* per Milline is \$4.88. This means that you can buy one million lines circulation, single column, in the *Saturday Evening Post* for \$4.88. The agate line rate of the *Saturday Evening Post* is \$11, which, unless you know the circulation, means very little. As a proof I can name offhand twenty publications and their various agate line rates, and unless you are a Milline student you cannot tell whether their rates are really higher or lower than the *Saturday Evening Post*.

Question—How do you find the cost of a Milline?

Answer—There are, of course, several methods. The simplest process is to divide the cost per agate line by the circulation. Thus if you wish to find the cost of a single Milline in, say, the *Ladies' Home Journal*, divide the agate line rate, which is \$12, by the circulation, which is 1,972,819. This gives you the rate per Milline—\$6.08.

Question—How would you find the cost of an advertisement in Millines?

Answer—Multiply the number of agate lines by the circulation to find the total Millines. Then multiply the number of Millines by the cost per Milline.

Question—Isn't it a lot easier to say a page in magazine A costs \$200, in magazine B, \$300, and in magazine C, \$400?

Answer—Surely. But you don't reveal to the owner-advertiser what he is buying. How many

owner-advertisers would suspect in such a simple list that magazine A is really charging six times as much as magazine C per reader? If any advertising agent thinks this information is of no value, let him join the ranks of merchants, of the owner-advertisers, and take a turn at paying the advertising bills himself. I think he will be converted forthwith.

Question—How would you figure a magazine page in Millines?

Answer—If you had a page in the *Popular Mechanics Magazine* it would measure 224 agate lines. Multiply this 224 by the circulation, which is 452,142, and divide by one million. You find you have 101 Millines. The cost of one Milline in *Popular Mechanics* is \$5.69. So the cost of 101 Millines (or one page) is \$575.

Question—How many Millines are there in a newspaper page?

Answer—In the *Chicago Daily Tribune* there are 2,440 agate lines to the page, eight columns of 305 lines. The circulation is 475,000. One Milline, therefore, is 475,000 divided by one million, or .475. Therefore the number of Millines in this page is 2,440 times .475, or 1,159 Millines.

Question—How many Millines in the *Chicago Sunday Tribune*?

Answer—The circulation of the *Chicago Sunday Tribune* is 840,000. One Milline, therefore, is this figure divided by one million, or .84. Therefore the number of Millines in the *Sunday Tribune* is 2,440 times .84, or 2,049.

Question—Is it your idea that all advertising should cost the same per Milline?

Answer—Absolutely no! A Milline has nothing whatever to do with the problem of what publishers should charge. Newspapers, of course, cheaply printed and of shorter life, can sell advertising from one-fourth to one-half of the cost of a weekly magazine.

Question—What value, then, is the Milline for purposes of comparison?

Answer—The Milline enables the man spending the money to

compare like with like. Thus I can tell you from memory as fast as you call their names, the Milline rate of the leading magazines, or of the leading farm papers, or of the leading mail-order mediums, or of the leading newspapers, etc. Always compare like with like.

Question—When the Milline reveals the fact that an advertisement in one journal costs five times as much as in another similar journal, what then?

Answer—That is strictly up to the man who is spending the money. If he thinks that a certain publication is better than another, by all means he should pay their rate, but in practice I find that owners do not know this. In fact, solicitors have been amazed to find the variations between publications which are very nearly alike and certainly are of the same class. Take daily papers in a local field. If one paper is charging three times as much as another, then the Milline reveals it at once. If it is worth three times as much as another, this knowledge will do no one any harm.

Question—Explain why in your former article you spoke of the various rates as articles measured by bushels of various weights.

Answer—That is precisely the point in the Milline system. All publications are selling the same thing, i. e., advertising, which we may call wheat. It ought to weigh sixty pounds to a bushel. When you buy a bushel of wheat you know how many pounds you are buying for a dollar. When the owner-advertiser buys a Milline he will know just what he is buying, in space and circulation.

A particularly interesting phase of the Milline is the working out of a ratio for the insurance of the good-will of a business. Speaking in the most general terms, my thought is that a business of \$5,000,000 sales a year should have its prestige kept before the public by means of one per cent in Millines, or 50,000 Millines. If these Millines were purchased at an average price of \$5, the sum involved would be \$250,000. This statement of the proposition is

Thus I
as fast
the Milline
rines, or
s, or of
mediums,
ers, etc.
like.

line re-
advertise-
sts five
er simi-

up to
ing the
a cer-
an an-
uld pay
I find
is. In
amazed
between
nearly
e same
a local
arging
other,
t once,
much
do

your
of the
insured
s.

y the
t. All
same
ch we
nt to
ushel.

wheat
s you
When
Mil-

at he
ation.
phase

g out
f the
king
my

of
have
public
Mil-

these
an
in-
This
is

widely different from saying that five per cent of the proceeds should be spent in advertising, because an enthusiastic and well-meaning experimenter might put the whole \$250,000 in brass bands and toy balloons. It is also very different from saying we shall have so many pages of advertising, for some of these pages might be bought at prices ranging up to \$50 per Milline. You can see that you might not obtain your 50,000 Millines. Putting the insurance of prestige on the Milline basis brings it up to the same scientific plane as fire insurance. No merchant even thinks of saying, "Oh, well, I have seventeen policies." He says, "We are insured up to 80 per cent of the value of our stock," or whatever it may be. It goes without comment that this insurance is bought in the open market at the established board rate.

In regard to billing advertising by the Milline system, just as soon as a leading publication renders its bills in this fashion to an advertising agency, that agency, I am sure, will be glad to bill the owner-advertiser in the same way. A file of advertising bills then will speak for itself in the same way that other merchandise bills now state on their face what has been obtained. Thus a bill for pencils says plainly one gross No. 2 Hexagon pencils—so much money. If there were any tremendous variations in the prices of No. 2 pencils, the owner of the business would detect it at a glance.

One interesting phase brought up by a number of solicitors is in regard to whether a page is not always a page. It is, but in the same sense that a melon is a melon. Some melons are muskmelons and others are watermelons. I never heard of a muskmelon dealer asking the same price as a watermelon dealer. The Milline has been in constant everyday use for over a year by Lyon & Healy. Every line of advertising placed has been estimated in Millines. Many important changes in our list have

taken place through the light thus thrown upon our problems.

A humorous thing occurred when we sent for the publisher of a medium to ask why his Milline rate was three times that of a direct competitor. "Oh," he said, "you are not buying circulation from me, you are buying influence." And we had been buying "influence" for twenty years and never knew it.

I think we all look upon advertising as a necessary but a very difficult thing to handle. If we frankly say its cost is so great that it can not be bought or used on an unscientific basis and a profit obtained, we turn with eagerness toward a standard unit. All publications worthy of the name have only one thought in regard to their services, that is to make them profitable to their clients. So far from objecting to the light which the Milline system will throw upon the situation, they welcome it.

In conclusion, it may not be amiss to say that the Milline term and system is offered freely by me to anyone who cares to use it. I have purposely refrained from obtaining any legal protection, because I think it is something of too great value to be limited in any way. I am not interested in the publishing nor the advertising business, either directly or indirectly, and so have no axe to grind. My hope is that advertisers through its use will be able to make every dollar expended go just as far as possible. In the fighting times ahead, this is stern necessity, and when easier times swing back the practice of enlightened economy will continue to make for a much higher percentage of permanent successes among advertisers.

John W. Barney with
Henke, Inc.

John W. Barney, recently head of the advertising plan department of the George Seton Thompson Company, of Chicago, and formerly with the sales promotion department of Bert L. White Company, Chicago, and business manager of *The Wall Street Journal*, has joined Henke, Incorporated, of Chicago, as merchandising manager.

Plan Advertising to Increase Use of Milk

Under the general direction of the American Farm Bureau Federation an advertising campaign will be started within the next few months to increase the consumption of milk. A considerable part of the effort will be directed toward creating sentiment against butter substitutes made of vegetable oils and also "filled" milk made of condensed milk and coconut oils.

The decision was made at a meeting of the National Milk Producers' Federation in Chicago, and at the same time it was decided that the milk producers would go in on the American Farm Bureau Federation's co-operative selling plan which has been described in **PRINTERS' INK**. J. R. Howard, president of the federation, was authorized to appoint a committee of eleven to make tentative plans for the collective marketing of milk and dairy products. This probably will follow the general lines of the grain marketing plan which was described a few weeks ago in these columns. The Federal Farm Bureau, it is announced, will assign a dairy specialist to co-operate with the committee.

"The milk producers of the country do not seek a monopoly, and could not form one if they would," said Milo D. Campbell, president of the National Milk Producers' Federation. "But they are becoming militant against the determined opposition of certain middle interests both in and out of Congress that fight every attempt of farmers to do co-operative bargaining and marketing."

Bigelow-Hartford Account with H. E. Lesan

The Bigelow-Hartford Carpet Co., New York, has appointed the H. E. Lesan Advertising Agency, Inc., to handle its account. A campaign in which rotogravure sections of large city newspapers will be used has been started.

The Yarn Clearing House, New York, has also appointed the Lesan agency to handle its account. This company's product, "Superyarn," will be advertised in women's periodicals.

Gerald H. Lapiner with Simplex Company

Gerald H. Lapiner, formerly of Williams & Cunyngnam, Chicago advertising agency, has joined the Simplex Corporation of Chicago, maker of automobile locks, as sales and advertising manager.

L. E. Kingman Joins Daniel E. Paris

L. E. Kingman, who for the last four years has represented several national periodicals in the New England field, has associated himself with Daniel E. Paris in agency work, in Boston.

Automobile Advertising Managers Meet

More than fifty advertising managers of automotive companies, which are members of the National Automobile Chamber of Commerce, met at a conference in Detroit on May 6. Alfred Reeves, general manager of the National Automobile Chamber of Commerce presided. H. R. Hyman, advertising manager of the Cole Motor Car Co., of Indianapolis, spoke on "New Forces in Automobile Advertising," and H. C. Dart, advertising manager of the Paige-Detroit Motor Car Co., of Detroit, spoke on "General Advertising Plans We Have Found Helpful."

The importance of advertising in the used car business was one of the important topics discussed. Considerable differences developed in the opinions regarding the treatment of this growing problem. It was conceded that perhaps three out of five sales of new cars today involved a transaction with a used car. This means that many dealers have a large stock of used cars to dispose of, and the use of advertising coupled with proper sales effort offers a remedy. Factory aid in advertising sale of used cars by authorized dealers, one speaker stated, would afford a means of combating the curbstone dealer of the more precarious type, who sometimes handles stolen cars and permits other bad practices. Even national advertising is being done to some extent in this important new field, and the chances of more of it being done were considered worthy of serious consideration.

Among other topics taken up were those relating to export, advertising, house organs, dealer advertising, auto shows and sales literature. It is expected that other conferences of a similar character will be held.

T. H. McClure with "Sterling's Marine Catalog"

T. H. McClure, who was recently advertising manager of the United States Navy Department's Sales Division, being in charge of the advertising of the Navy's surplus property, has been made director of advertising of "Sterling's Marine Catalog," an annual catalogue published by The Sterling-Cooper Corporation, New York.

De Long Account with George Batten Co.

The De Long Hook and Eye Co., Philadelphia, maker of hooks, eyes and fasteners, has appointed the George Batten Co., Inc., as its advertising agent.

Chicago "American's" Representative in Far West

The Chicago *American* has appointed the G. Logan Payne Company, Los Angeles, as its Pacific Coast representative.

Man-

managers
which are
automobile
at a con-
Alfred
National
erce pre-
ng man-
Co., of
forces in
H. C.
e Paige-
it, spoke
ins We

y in the
the im-
siderable
opinions
growing
perhaps
cars to-
a used
dealers
to dis-
ertising
offers a
ing sale
ra, one
eans of
of the
netimes
a other
dyertis-
in this
chances
re con-
eration.
o were
rtising,
e, auto
is ex-
a simi-

ster-

ly ad-
States
vision,
of the
made
rling's
alogue
Cor-

h

Co.,
s and
George
tising

pre-

inted
Los
esen-

City
Population
1,823,779



Seal of Philadelphia

Separate
Dwellings
390,000

If you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be "Put it in The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid daily average circulation for March:

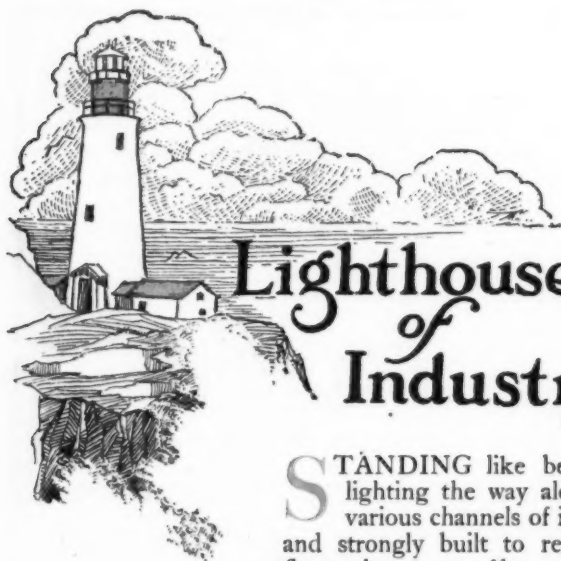
516,405 copies
a day

Breaking all its previous circulation records.

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

"In
Philadelphia
nearly everybody
reads the
Bulletin"

The circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.



Lighthouses of Industry

STANDING like beacons—lighting the way along the various channels of industry and strongly built to resist the fluctuating storms of boom or panic—you find the business papers reflecting and guiding the progress of their respective fields.

They're not surrounded by flowers and furbelows, they don't attempt to allure the non-technical, non-trade man with stories or pictures of the latest "film's flossiest flapper"—but in their quiet, substantial and most-times unheralded manner they touch men—and the interested men—on that side of their lives which occupies most of their waking hours.

Like the lighthouse, too, they are depended upon by the careful mariners of business to point out

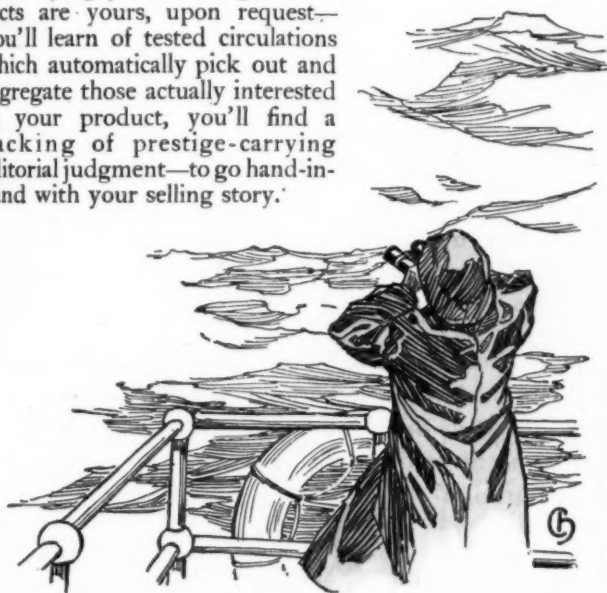
THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

the way to safe and direct sales channels. It's a Business Paper that carries the largest volume of advertising in the world. It's Business Papers that stand second and third as well. And in a single Business Paper twenty-six concerns have continuously advertised for forty years—and fifty-three for thirty years.

Business Papers instruct, lead, guide and help to *do* things, to *build* things and to *sell* things. They are for the world's doers when they are in the midst of doing. Surely at this time, of all times, you need such strong, substantial methods of carrying your message. The facts are yours, upon request—you'll learn of tested circulations which automatically pick out and segregate those actually interested in your product, you'll find a backing of prestige-carrying editorial judgment—to go hand-in-hand with your selling story.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.



Headquarters, 220 West 42d Street - New York
53 different fields of industry

Circulation— *Where It Pays*

94% of The Daily News' circulation is centered in Chicago and suburbs—the most highly concentrated circulation of any newspaper in the United States.

In that rich sales territory more copies of The Daily News are sold than any other daily Chicago newspaper.

Which do you want? Diffused circulation in a widely scattered territory where sales are casual—where dealer representation is by no means certain? Or concentrated circulation in a rich, compact territory, where distribution is simple, where there is no waste expenditure—*circulation where it pays?*

There's one way—one thorough and economical way—to sell the Chicago market. Through the newspaper whose strength is concentrated upon the Chicago market. Through—

The Daily News

First in Chicago

Western Electric Company Finds a Way to Collaborate

A New Idea in Preparing Copy for Dealers

By S. C. Lambert

HOW can a manufacturer prepare copy for a dealer that will be acceptable? It is an old question but an ever present problem. If left entirely to his own initiative the dealer will possibly do no advertising which will be directly helpful. If the manufacturer attempts to prepare the copy it is almost certain to be open to the objections raised by a dealer who complained.

"Every one knows that those 'canned' ads are not mine. They make me look like the manufacturer's agent. What I want is an ad that will reflect some credit on my store for stocking all the good stuff. Then if the copy can show that I not only think the product is good, but good for my particular customers, they will have the more confidence in it."

The Western Electric Company has been more than usually, fortunate in meeting the requirements of such dealers in its advertising manual for the spring of 1921. Heretofore that company has furnished the dealers electrotypes, and has

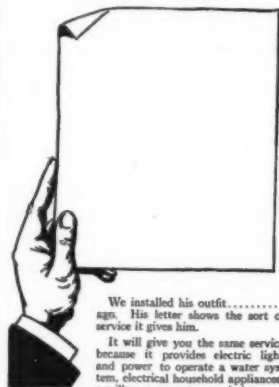
been criticized for failure to do the impossible and make them reflect more local color. This year an entirely new plan has been used. Eight illustrations were selected which are adequate for presenting the particular line which is being emphasized in the national advertising—light and power for farms. Electrotypes were made only of these eight engravings, but

in addition layouts and technical copy were arranged for a full year's series of advertisements to be used once a week.

The layouts are so arranged that they allow for featuring a local testimonial, while the description of the power or lighting system is prepared so that it may be followed exactly by the local printer. One of the illustrations is of a hand holding a sheet of paper upon which there is a letter. That letter is supposed to be written by a local user of the apparatus mentioned in the copy. The electrotypes are mortised so that the type for the communication can easily be inserted. The heading, which

..... writes:—
"The Best Investment I Ever Made."
Read what else he has to say about

**Western Electric
Power & Light**



We installed his outfit.....
agn. His letter shows the sort of service it gives him.

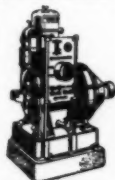
It will give you the same service because it provides electric light and power to operate a water system, electrical household appliances, a milkster, a separator, a grindstone, a

cornsheller, and other labor saving devices.

Because it automatically controls the battery charging process it makes the battery last longer.

It is economical as well as efficient, and it is simple to operate.

Let us show you how it will help you!



SUGGESTED USE OF LOCAL TESTIMONIAL
AND MANUFACTURER'S ELECTROS IN A
DEALER'S ADVERTISEMENT

is to be set in display type above the illustration, announces that Mr. So and So states—and then is given a short excerpt from his letter, which appears in the morse of the illustrated sheet.

The plan is so flexible that it can be used for a dozen or more advertisements, each featuring a different appliance or equipment. And it is for the different units of equipment that the eight illustrations mentioned above were prepared. A considerable variety in the style of layout is permitted by the plan. Also the electrotypes are made in different sizes to allow for larger or smaller space as the dealer may select.

The elasticity of the layout is such that a dealer may write the first paragraphs of his advertisements, listing satisfied customers, enumerating stock on hand, giving details of time and terms of installation or such other information as he may choose. Then the more difficult description of the apparatus and appliances can be added with the illustration of any of the units selected for presentation, just as given in the manual. They do not even have to be rewritten, for each of the fifty-two advertisements occupies a separate page in the book that is sent dealers. A dealer can tear out any advertisement that he wants copied, add his own contribution and give it to the printer. A much higher order of display will result than if the ordinary country printer were left to his own devices. Also the suggestion is to use testimonial advertising which is particularly effective for this class of product—especially when the testimonial is given by a local man.

The manual also carries a full equipment of direct-mail pieces and sales helps which have been prepared for hand distribution at the time of the interview with suggestions for their most effective use.

This plan has other advantages than that of convenience for the dealer and for improving the quality and increasing the amount of his advertising—although those results would amply justify the

plan. In its 1920 manual the Western Electric Company listed fifty-three electrotypes. As they cost nearly a dollar each, and there were 2,000 possible dealers to supply, the expense was a material factor. This year the whole eight electrotypes cost but \$8.15, and they allow for covering the line adequately with pleasing layouts and local atmosphere added to the copy. So in addition to improving the advertising the expense has been materially reduced. The idea is not patented, nor is it of such an exclusive nature that it cannot be adapted to other lines.

C. W. Fuller Heads Representatives Club

C. W. Fuller of Photoplay was elected president of the Representatives Club of New York at the annual meeting of this organization at the Hotel Pennsylvania on May 9.

Other officers elected at this meeting are as follows: O. S. Kimberly, *Red Book*, first vice-president; A. M. Carey, *Hearst's International*, second vice-president; George L. Alpers, *Metropolitan*, secretary, and C. S. Plummer, Jr., *Metropolitan*, treasurer.

The members of the board of directors elected at this meeting are: Ralph Blanchard, *Vogue*; N. Cholmeley-Jones, Paul Block, Inc.; Walter McMillan, Butterick Publishing Company; J. Mitchel Thorsen, *Cosmopolitan*; A. J. Gibney, *Munsey's*; Dana Woodman, *Collier's* and Walter L. Biery, *McCall's Magazine*.

At the previous meeting of this club its constitution was changed in a manner which admitted advertising managers of national periodicals into regular membership instead of associate membership. This change made it possible for the club to elect several well-known advertising managers to the board of directors.

Announcement was made at the annual meeting of the plans for the annual outing of the club. This outing will be held at Gedney Farms on June 3.

Philip S. Dodd with George L. Dyer Co.

Philip S. Dodd, formerly advertising manager of the International Nickel Company, has become associated with The George L. Dyer Company, at New York, as account executive.

MacManus Agency Has New Cincinnati Account

The Anchor Top and Body Company, Cincinnati, O., has appointed MacManus Incorporated, Detroit, as its advertising agency.

manual the
pany listed

As they
a, and there
ers to sup-
g a material
whole eight
\$8.15, and
g the line
g layouts
ded to the
o improv-
e expense
ced. The
r is it of
er that it
er lines.

Repre-

oploy was
representatives
annual meet-
the Hotel

is meeting
berly, Red
M. Carey,
and vice-
s, Metro-
Plummer,

rd of di-
cting are:
holmeley-
er McMil-
mpany; J.
w.; A. J.
lman, Col-
McCall's

this club
n a man-
ing man-
into regu-
associate
e it possi-
eral well-
the board

the an-
the an-
s outing
arms on

George

vertising
Nickel
ed with
at New

New

company,
Manus
ertising

Hot Springs, Ark., to Be Advertised

The advertising account of the Business Men's League of Hot Springs, Ark., has been secured by the Chicago office of Grandin-Dorrance-Sullivan, Inc. The various interests of Hot Springs will be advertised. Schedules are now being sent out to Southern newspapers and copy will appear in June.

This office of Grandin-Dorrance-Sullivan has also secured the accounts of the Eastman, Arlington and Majestic Hotels of Hot Springs, which control the golf course of the city, which will be advertised generally in class magazines and club publications.

Kaffee Hag with Mears, Richardson, Briggs Co.

The Kaffee Hag Corporation, New York, has appointed The Mears, Richardson, Briggs Co., Cleveland, to handle the advertising of its product, "Kaffee Hag"—caffeine free coffee. Newspapers will be used.

"La Prensa" Appoints Adver- tising Manager.

John W. Snowden, for the past two years a member of the advertising department of the Spanish edition of *Vogue*, is now assistant advertising manager of *La Prensa*, New York.

G. H. Daugherty Joins John- son, Read & Co.

George H. Daugherty has resigned from Critchfield & Company, Chicago, to become a vice-president of Johnson, Read & Company, of that city, effective May 16. Mr. Daugherty's advertising experience covers a period of fifteen years, both in agency work and as advertising manager. He was five years with Lord & Thomas and eight years with Critchfield & Company, in both of which agencies he was head of the copy department.

Manufacturers Favor Showing Nature of Goods on Labels

One of the resolutions passed by the National Association of Hosiery and Knit Goods Manufacturers, at their annual convention in Philadelphia May 3 to 5, was in favor of so labeling and advertising goods as to make their nature and composition understandable to the general public.

Herbert W. Schild with Reli- ance Company

Herbert W. Schild has become assistant advertising manager of the Reliance Manufacturing Company of Chicago. He formerly was with the advertising department of the Liquid Carbonic Company in the same city.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

British Trade Publishers Honored by Americans

A NUMBER of publishers and editors of industrial publications met at the Engineers' Club in New York at a luncheon given May 5 in honor of Ernest J. P. Benn, managing director, and Frank H. Elliott, director of Benn Brothers, Limited, British trade and technical publishers. These American publishers had been members of a party of editors and publishers who visited France and England in 1918 as guests of the British Government under the auspices of the British Ministry of Information.

Arthur J. Baldwin, vice-president of the McGraw-Hill Co., Inc., and M. C. Robbins, president of *The Gas Age*, and head of the Associated Business Papers, Inc., in introducing these two British publishers, dwelt upon the hospitality which British trade publishers had shown the American journalists in London and on behalf of these American publishers invited Messrs. Benn and Elliott to visit their establishments and see American trade and technical publications in the making.

Mr. Benn spoke of the opportunities that are before the business press of America and England. The business press, he declared, is the bulwark against socialism, and by taking its rightful leadership can lead the world out of its present economic chaos by preaching sane economics.

Being free from the influences of politics in both England and America, the business press of both countries is in the fortunate position of being the most favored medium for bringing about a closer union of the two English-speaking nations, he said. And he expressed a desire that the business publishers of both nations work always for the fulfilment of that ideal.

H. M. Swetland, president of the United Publishers Corporation, voiced an appreciation of

Mr. Benn's understanding of the possibilities of the business paper field.

Messrs. Benn and Elliott were guests of the New York Business Publishers Association at a dinner given at the Machinery Club on May 6. At this meeting addresses were made by Louis Pelletier, *Machinery*; F. W. Schultz, *The Iron Age*; C. A. Babbiste, *The Electric Railway Journal*; W. I. Ralph, *Automotive Industries*; H. A. Lewis, *Electrical Merchandising*; P. J. Cosgrave, *Hardware Age*; M. C. Robbins, president of *The Gas Age*, and Harry Tipper, *Automotive Industries*, who discussed advertising and sales problems of business publications.

Bar Association Would Revise Trade-mark Law

The American Bar Association has appointed Edward S. Rogers, a Chicago trade-mark attorney, as a committee of one to draft a new national law governing trade-marks.

Mr. Rogers has drawn up a proposed statute on the subject and this will be gone over by other legal authorities in the trade-mark field. The finished law will be submitted to a sectional meeting of the Bar Association in Cincinnati next August and then a move will be made upon Congress to get it passed.

"The thing we are going to attempt in this law," Mr. Rogers said to *PRINTERS' INK*, "is to give real protection to trade-marks. In some respects the present statute seems to be more solicitous about the rights of the public and the infringers than it does the owners of the trade-marks. We shall welcome suggestions of any kind from any source as to what the new law should contain. We want to make it the very best we can and then exert ourselves to the end that it may be accepted by Congress."

Added to Kiernan Agency Staff

George F. Farrah has become associated with Frank Kiernan & Company, New York advertising agency. He has recently been connected with the New York *Times* and for the last year was advertising manager of *Motorship*, New York.

W. H. Loomis, Jr., Makes Change in Kansas City

W. H. Loomis, Jr., formerly with the Potts-Turnbull Company, Inc., of Kansas City, has joined the Ferry-Hanly Advertising Company, Kansas City office.

ding of the
business paper

Elliott were
rk Business
at a dinner
y Club on
g addresses
Pelletier,
hultz, The
otiste, The
nal; W. I.
Industries;
Merchan-
Hardware
resident of
ry Tipper,
who dis-
ales prob-
ations.

ld Revise
w

ciation has
y a Chicago
mmittee of
law govern-

a proposed
his will be
thorities in
nished law
al meeting
innati next
l be made
d.

to attempt
to PRINT-
tection to
pects the
be more
the pub-
does the
We shall
ind from
new law
ake it the
xert our-
accepted

gency

me asso-
Company,
He has
the New
year was
ship, New

Makes
ity

with the
of Kan-
y-Hanly
s City



Scheduling Space in Indianapolis

MONDAY is one of the logical days to carry food advertising in Indianapolis. Though the buying at the large municipal markets on Tuesdays is but a small percentage of the total volume, yet it has made Tuesday a heavy food-buying day over the entire city.

Indianapolis women buy groceries enough on Saturdays to carry them until Tuesday noon. On Tuesday they stock again, of course, influenced to a great degree by advertising in Monday evening's News. Although volume is not always a criterion, it is important for the advertising space buyer to know that The News with six issues a week carries more food advertising than all other Indianapolis papers combined (*with thirteen issues*).

(If you are interested in developing sales in this responsive market write to the Merchandising Department of The News for facts about your product.)

The Indianapolis News

USE NEWSPAPERS ON A THREE YEAR BASIS

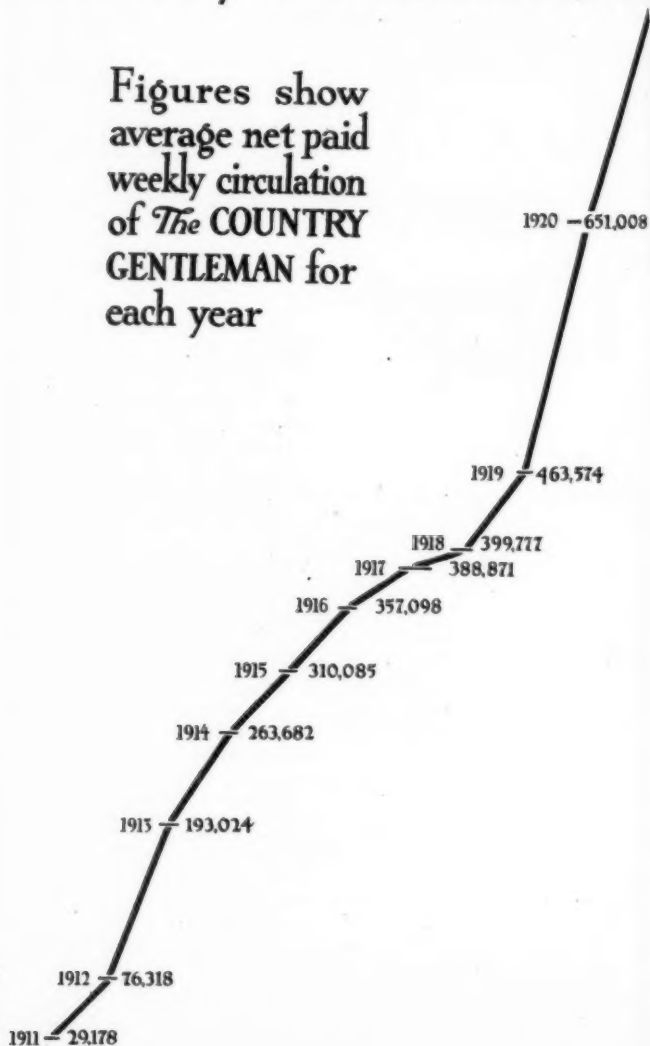
New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

And to-day - more than 800,000

Figures show
average net paid
weekly circulation
of *The COUNTRY
GENTLEMAN* for
each year



0,000

-651,008

574

From 25,000 to More Than 800,000 In Ten Years of Steady Growth

THE COUNTRY GENTLEMAN was bought by
The Curtis Publishing Company in July, 1911.

At that time it had about 25,000 circulation.

For ten years its circulation has grown steadily,
at the rate of about 80,000 a year, until now
800,000 copies are sold each week.

This growth has been attained without offer-
ing any other inducement than the contents of
the publication—without cut rates, premiums,
clubbing offers or installment subscriptions.

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

Try it out in Representative Milwaukee

Thousands of Vital Facts

This is the most comprehensive survey ever prepared by a newspaper on the retail trade situation. It contains more than 300 pages and many charts.

It includes all these important lines of trade in Milwaukee—Grocery, Drug, Hardware, Jewelry, Electrical, Shoe, Men's Clothing and Furnishings, Dry Goods (including Department Stores), Furniture.

Dealers in each classification give valuable data on these and many more subjects—

How and what kind of dealer helps are used.

Tie-up given magazine and newspaper advertising.

Comparison of yearly income from advertised and non-advertised goods.

Type of manufacturer's co-operation that is of greatest assistance.

Comparison of sales produced through magazine and newspaper advertising.

Principal lines asked for by trade names by consumer.

Advertising agencies and national advertisers can secure a separate survey on any line of trade in which they are interested.

Because of the great cost of compilation, a charge of \$100 will be required of other persons desiring copies of the complete survey covering all classes of stores.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

What You Should Know About Consumer Contests

Experiences of the American Ever Ready Works, Valentine & Company, Hoosier Kitchen Cabinet Co. and Other Advertisers

THE H. K. McCANN COMPANY
CLEVELAND, O., April 16, 1921.

Editor of PRINTERS' INK:

Will you kindly give me a list of references to articles in PRINTERS' INK on the subject of Consumer Contests? I refer particularly to a general type of consumer contest in which prizes have been offered for names, slogans, titles of pictures, or also for letters on the uses of a product. Examples which I have in mind at the present time are the contest conducted by the Ever Ready flashlight company, last fall, which was written up in the February issue of PRINTERS' INK; and a contest conducted by Procter & Gamble some years ago, in which prizes were offered for letters on new uses of Ivory Soap, etc.

The sort of information that I want particularly is the value of the consumer prize contest as a means of stimulating sales. Perhaps you personally could make a few suggestions along this line, or you may have in mind the names of some companies which have conducted contests that were notably successful. If you do have in mind any information of this character which is not covered in the articles in PRINTERS' INK I would appreciate it very much.

THE H. K. McCANN COMPANY,
HARRY L. ADAMS.

APPENDED to this reply will be found a list of references to the articles on Consumer Contests which have been published in PRINTERS' INK during recent years.

Properly handled, a contest can be a powerful sales stimulant. Incorrectly conducted it can be an appalling nuisance and a source of expense of the first magnitude. We have seen contests make so much work for the advertiser that he was obliged to double the personnel of his advertising department. We have seen contests so engross the attention of an entire office that practically all other work had to be suspended. We have seen contests set whole organizations "on their ears," estranging the financial and advertising departments to such an extent that they have been at swords' points for months.

But all this trouble can be

avoided by running the contest properly. The observance of these few "don'ts" should make it easy to run it that way:

Don't let the contest "hog" the entire advertising appropriation. The advertiser is not selling contests. He is selling a product. Therefore, make the advertising of the contest subservient to the advertising of the article itself. In other words, make the advertising of the contest help to sell the product.

Don't make the contest so complicated that too few persons will be able to understand the proposition. To get the greatest possible advertising value out of a contest, a large number of persons, either consumers or prospects, must become interested in it.

Don't advertise the contest in such manner that a lot of correspondence will be necessary with those who wish to participate in it. Any unnecessary and burdensome correspondence increases office routine and piles up huge debits against the advertising appropriation. The announcement of the contest should explain the plan thoroughly and thus obviate detailed letter-writing later. For the information of those who wish to know more, printed literature can be prepared.

Don't fail to anticipate all the contingencies that may arise in the division of the rewards. This must be clearly explained. If any considerable number of participants is given any cause to feel that they have been unfairly treated, the contest will be turned from an asset to a liability in the good-will account.

Don't conduct a contest without getting the Post Office Department to approve the plan. Be absolutely sure that you are not innocently violating the United States lottery laws. The main points to remember in this respect are: The con-

test must provide for a definite closing date. In the case of a tie for any of the prizes, the advertised prize must be given to each of the winners. For example, if it is announced that \$500 will be given as first prize, and five contestants tie for that prize, \$500 must be given to each of them. There must be no strings fastened to the contest. For instance, participation in the event must not be conditioned on the purchase of goods. In other words, the contest must be free to all.

Don't hold a contest for the mere purpose of arousing the interest of the consumer. It should be more than a curiosity-making stunt. There is no excuse for a contest unless the manufacturer really wants certain information from the consumer and hits on the contest as the best means of getting it.

Many manufacturers, however, have successfully got around these obstacles in the conduct of their contests. PRINTERS' INK has devoted much space to the contests of the American Ever Ready Works. The contests of this company have been models of their kind, because they have been so closely tied up to the dealer that the sales of flashlights have been enormously stimulated during the period of the event. These contests not only brought the company the information or the help it wanted, but also increased business and in this way more than paid for themselves.

Another constructive type of contest is the one recently engineered by Valentine & Company, manufacturers of Valspar. This drive was for the purpose of finding unusual uses for Valspar. Every manufacturer, of course, is thoroughly familiar with the principal uses of his product, but the chances are that here and there some of his customers are using the article for purposes entirely unknown to him. These unfamiliar uses because known to so few probably do not bulk large in the business of the company, but if the knowledge of these strange uses could be spread broadcast

among all patrons, the product's per capita consumption would increase considerably. That in a few words shows the value of the "new use" contest. It not only gets customers to tell the manufacturer about the ways they use his product, but also get them to employ their wits in thinking up additional uses for it.

Valentine & Company, as a result of the contest, discovered that Valspar is being used in hundreds of unsuspected ways. The company now has an inexhaustible fund of new advertising data to draw from. This information is certainly worth vastly more than it cost.

The Hoosier Kitchen Cabinet Company also held a contest recently, which illustrates graphically how valuable a merchandise drive of this sort can be. The company wished to collect plans for laying out kitchens, so it asked its customers to contribute their ideas on the subject. The contest brought in a host of efficient plans, which will furnish the company with enough material to vitalize its sales campaigns for years. Here the contest was closely connected with the company's *raison d'être*. The company has been preaching more practical, more convenient, better arranged kitchens for years. It is interesting to check up and see how well this exhorting has been heeded. So many customers, no doubt, have made such splendid use of the advice that it is good merchandising strategy to let the world know about these discoveries in kitchen arrangement.

It needs no further elaboration to show that when skilfully handled, a consumer contest can be made a most profitable sales aid. —[Ed. PRINTERS' INK.]

LIST OF ARTICLES THAT HAVE APPEARED IN PRINTERS' INK ON CONSUMER CONTESTS

Putting Atmosphere Into Advertising. (*Printers' Ink Monthly*.) December, 1919, page 20.

Relation of the Prize Contest to Sales. February 3, 1921, page 41.

Two Thousand Women Tell Why They Want Washing Machines. October 21, 1920, page 145.

Are Contests Successful To-day? September 9, 1920, page 73.

*A circulation is no larger than
its value to you.*

In Automobile Advertising—As Usual Post Leads Chicago's Evening Field For the First Three Months of 1921

Following its record as dominant Automobile medium for the past six years in Chicago's evening newspaper field, The Chicago Evening Post again leads all Chicago evening newspapers in Automobile advertising for the first three months of 1921.

Following are the figures giving the amount of Automobile advertising carried by the four Chicago evening newspapers, from January 1st to March 31st, inclusive. These figures are furnished by the Advertising Record Company, an independent audit bureau.

	Lines
POST	180,011
News	137,433
Journal	74,683
American	35,344

The reason for The Post's lead in Automobile and other high-class advertising is the quality, not the quantity, of its circulation. The class to whom The Post appeals is not essentially one that is measured by dollars, but one that has appreciation of the better things of life, and is financially able to purchase them.

This class of people compose the great majority of Post readers; the class to whom quality is paramount; the class that any dealer in merchandise of the better sort likes to see in his establishment. If you are considering the Chicago market, your investigations will show that the better class business goes first in

The Chicago Evening Post

Chicago's Class Newspaper

Eastern Representative—

Kelly-Smith Company, Marbridge Building, New York

Western Representative

John Glass, Peoples Gas Building, Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

Building a Business on Children's Good-Will. July 29, 1920, page 89.

Baker Campaign Convinces Women Bread Is Cheap. July 8, 1920, page 113.

Introduces Laundry Tablets Through Jingle-Writing Contest. November 27, 1919, page 158.

Eveready's Drive Stronger Than Ever to "Set" Its Position This Year. February 7, 1918, page 72.

Contest of Housewives Shoots Up Sales for Advertised Bread. January 24, 1919, page 65.

Fould's Conundrum Contest. January 10, 1918, page 122.

Slogans and Contests. (Editorial.) July 5, 1917, page 99.

Name Wanted Contest Brings Eveready \$40,000. March 1, 1917, page 45.

When a Consumer Contest Is Profitable and When It Isn't. August 10, 1916, page 3.

When Business Personality Becomes an Asset. May 4, 1916, page 2.

Fleischmann's Drive to Interest Children in Their Yeast. April 20, 1916, page 72.

Sterling Gum's Campaign to Get Quick Dealer Distribution. March 30, 1916, page 89.

Post Office Tightening Restrictions on Prize Contest Advertising. February 3, 1916, page 77.

The Prize Contest That "Gets By" the Post Office. January 6, 1916, page 25.

The "Eveready" Drive Which Speeded Up Results. December 16, 1915, page 26.

Adapting the Prize Contest to Its Market. November 4, 1915, page 45.

The Prize Contest as a Merchandising Factor. October 14, 1915, page 93.

When a Prize Contest Is Good Advertising. September 30, 1915, page 40.

Bon Ami Tests Demand by Prize Contest. September 2, 1915, page 24.

Advertising to Test Demand. (Editorial.) April 8, 1915, page 92.

College Students Write Ads for "Fatima." March 11, 1915, page 25.

Search for "Holeproof" Definition Ends. April 30, 1914, page 53.

"Stunts" That Start the Public Talking. April 23, 1914, page 49.

Merchandising Work That Turned a Losing into a Banner Year. February 26, 1914, page 17.

United Cigar Stores Sales

The sales of the United Cigar Stores Co. of America in April, 1921, were \$6,638,308, or 7 per cent ahead of April, 1920, \$6,199,909. Sales for the first four months, \$24,802,527, showed an increase of 7 per cent over sales for the first four months of 1920, \$23,051,567.

The item of news in the April 28 issue of *PRINTERS' INK* referring to the organization of the Fashionable Dress Pattern Co. has led some persons to believe that *Fashion-Art*, Chicago, is establishing its own pattern business. The newly organized company is to handle the pattern business of the Fashionable Dress Publishing Co., Inc., of New York.

Toward Honest Advertising

[Editorial in New York *Globe*.]

Of the welter of legislation passed at Albany in the recent session there is one law which can be indorsed without reservations. The Betts bill, signed by Governor Miller on May 4, is designed to curb dishonest advertising, and there is every reason to believe that it will be effective. It is letter for letter the *PRINTERS' INK* Model Statute, which is now in force in twenty-four States. In the ten years since the law was first written and published in the pages of *PRINTERS' INK* it has been fought bitterly in every one of the States where it has been introduced. Even during the recent session at Albany a determined effort was made by big financial institutions of this city, who certainly ought to know better, to insert the word "knowingly" in the text, making it necessary for the prosecution to prove deliberate intention to deceive. This effort, fortunately, met with defeat.

Only a few years ago it was almost unheard of for a publication to censor its advertising columns for the protection of its readers. To-day this is a fairly common practice, though not as universal as it should be. Readers of *The Globe* are aware, through the series of articles by Harry F. Guest dealing with this subject, that the American people are swindled out of \$500,000,000 a year by dishonest promoters who, in practically every instance, use advertising to attract their victims. The new law which Governor Miller has just signed will go far toward tying the hands of these swindlers.

Cheese Co-operators Advertise

The United Dairymen Co-operative, Ltd., of Peterboro, Ont., is using large display space in provincial farm mediums this spring to increase membership. The advertisements are illustrated. When this enterprise got under way in the spring of 1920, it used advertising to get members, citing in a very specific manner expected benefits to be derived.

Now the organization tells in advertising what it has actually accomplished:

"The tabulated returns on shipments of cheese during the past year show that the U. D. C. (United Dairymen Co-operative, Ltd.) have paid as high or higher prices through their public auction on all cheese of equal grade sold on similar days in eastern Ontario. In other words, in addition to establishing their own company during the first year of operation, they were able to increase considerably the prices paid for cheese on the local board. It is also true that through the U. D. C. many of the local boards were forced to pay considerably higher prices than they would have done had the U. D. C. not been in competition with them."

Company Moves Headquarters

The United Service Company has moved its headquarters from Cleveland to Los Angeles.

vertising

Globe.]
n passed at
on there is
sed without
igned by
4, is de-
rusing, and
ve that it
for letter
ature, which
our States.
e law was
n the pages
een fought
ates where
ven during
y a deter-
g financial
o certainly
rt the word
making it
n to prove
ive. This
defeat.
was almost
to censor
the protec-
this is a
ugh not as
Readers of
the series
est dealing
American
600,000,000
rs who, in
e advertis-
The new
has just
tying the

advertise

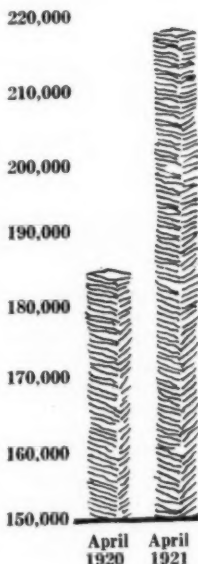
-operative,
using large
n mediums
ship. The
d. When
ay in the
ertising to
ry specific
e derived.
in adver-
y accom-

shipments
ear show
Dairymen
l as high
eir public
ual grade
stern On-
ddition to
ay during
they were
the prices
board. It
U. D. C.
forced to
than they
D. C. not
."

quarters

pany has
n Cleve.

High Water Mark



☐ For April, 1921, the average net paid daily circulation of THE BALTIMORE SUN (morning and evening) was 217,726—a gain of 34, 435 over April, 1920.

☐ THE SUN, delivered regularly every week day and Sunday into the homes by an exclusive carrier organization, is the Home Paper of Maryland's big city.

☐ Talk to the people of Baltimore in their homes by using The Sunpapers and you will cover this prosperous field efficiently and economically.

☐ Remember—

Everything In BALTIMORE Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD,
Times Bldg., New York

GUY S. OSBORN,
Tribune Bldg., Chicago.

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**



**PARIS
GARTERS**
No metal
can touch you



**Children's
HICKORY
Garters**

Selling through

IN 1917 A. Stein & Co. used only 76 papers to advertise Paris Garters for men and Hickory Waists and Garters for boys and girls. Today they use 380—but in New York City they sell their entire quota through one newspaper—the **NEW YORK EVENING JOURNAL**.

They did this first in 1920 and they are doing the same thing in 1921, the fighting year. Mr. Kraus, their advertising manager, tells why. Read his letter.

Remember that this advertising must reach men for Paris Garters and mothers of children for Hickory Waists and Garters. Remember also, this sales quota was set by the largest manufacturers of garters in the world for the greatest market in America.

Merchandising Co-operation

To help make this consumer advertising fully effective, the Merchandising Service Department of the **EVENING JOURNAL** links up dealer display with it in a practical manner. Dealers are called on systematically, special advertising material distributed and window displays secured. For example, in April alone, 150 windows were obtained. Dealer interest is also stimulated by special articles in *Men and Women's Wear Trade News* (one of the five trade papers published by the Merchandising Service Department*) read by 8,000 retailers.

*Copies
on
request

156,754 Calls

made since January, 1920, by this Merchandising Service Department contacting dealers for Journal-advertised products.

LARGEST DAILY CIRCULATION IN AMERICA

THE NEW YORK

(Member Audit Bureau of

ling their New York quota ough one newspaper

papers to
Hickory
Today
they sell
er—the

ing the
Kraus,
ad his

h men
en for
o, this
returers
market

effect-
of the
with it
syste-
buted
e, in
dealer
es in
f the
ising
lers.

CABLE ADDRESS
STEIN-NDARY CHICAGO



GENERAL OFFICES
220 N. WEST CHICAGO ST. CHICAGO



A. STEIN & COMPANY

104 FIFTH AVENUE-NEW YORK, N.Y.

March 21, 1921.

New York Evening Journal,
2 Columbus Circle,
New York, N. Y.

Attention - Mr. W. W. Callender.

Gentlemen:-

It is a pleasure to tell you why we decided to use the JOURNAL exclusively for our 1921 newspaper advertising campaigns in New York City.

The conclusions we reached regarding the New York City newspaper situation would be arrived at by any national advertiser who based his decision on results achieved, who thoroughly appreciated the scope and influence of your co-operative work and who realized that it means a significant "something" when 650,000 New Yorkers preferred the JOURNAL at 3¢ when its contemporaries were selling at 2¢.

We are using the JOURNAL in New York City exclusively this year for advertising all of our advertised products: PARIS GARTERS for men, children's HICKORY GARTERS and HICKORY WAISTS for boys and girls.

I confidently believe that our New York City campaign are going to be most productive as a result of this concentrated effort basing my opinion on the returns from our last year's campaign in your publication.

I trust that this answers your question; if not, please let me know.

Yours very truly,

A. STEIN & COMPANY.

Advertisement
Advertising Manager.

JMK/TH

What Is Your Problem?

Write to the Advertising Department
2 Columbus Circle, New York City

DOUBLE ANY NEW YORK EVENING PAPER

K EVENING JOURNAL

(of Circulations)

They Said It Couldn't Be Done

ONE of the great publishing houses had a problem. They wanted to print a pamphlet on India paper and make the sheet size 45 x 65, although this was much larger than any mill had ever attempted to make. The job was to be printed in two colors, with perfect register an absolute necessity.

The wiseacres said that it couldn't be done—that the thin stock could not be made in this size, and that no printing house could handle it.

But—

the S. D. Warren & Company paper mills made the stock

and—

we are printing the pamphlet.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue, 33rd & 34th Streets

New York City

Telephone Longacre 2320

The Registration of Descriptive, Geographical and Family Name Trade-Marks

The Provisions of the Trade-Mark Act of 1920 and the Policy of the Patent Office

By Roy W. Johnson

"WE understand that the Patent Office has let down the bars so far as descriptive and geographical trade-marks are concerned, and that such trade-marks are now registrable. If this is so, doesn't it place such trade-marks on a level with those registered under the old law; and isn't it an injustice to the manufacturer who has taken pains to adopt a purely fanciful trade-mark to have these marks let in on a level with his?"

This writes the head of an advertising agency research department. It is a common complaint nowadays. The advertiser who has gone to a lot of trouble, and spent sleepless nights, perhaps, in the effort to hit upon a trade-mark which would get past the Office, and at the same time suit his own ideas as to what a trade-mark ought to be, feels aggrieved when he finds that other concerns are now apparently "getting by," not only with descriptive and geographical names, but with family names as well. He feels in somewhat the same position as a man who has labored diligently to pass all the degrees in the Ancient Order of Striped Guinea Pigs, only to find that Tom, Dick and Harry are entitled to wear the insignia without doing any of the work.

At any rate, the inquiries which come with considerable frequency to PRINTERS' INK's Research Department, touching on and appertaining to the Trade-Mark Act of March 19, 1920, indicate that something of the sort is in the minds of many business men. There is further a great deal of uncertainty as to the exact provisions of the law of 1920, and its

effects, if any, upon the status of trade-marks registered under the old Act of 1905. The two enactments are almost as inextricably bound together as the League of Nations and the Treaty of Versailles, and the layman is not to be blamed for wondering what, after all, is the essential difference between them.

THE LAW'S SILENCES

As a matter of fact, the law of 1920 is important not so much for what it includes as for what it omits. Its omissions are the significant feature of the Act, but as the text is quite silent about them they are likely to be overlooked.

Getting down to cases, the law of 1920 provides that the Commissioner of Patents shall keep a register of (a) all marks communicated to him by the international bureaus provided for by the Buenos Aires convention, and also (b) all other marks not registrable under the Act of 1905, except those specified in paragraphs (a) and (b) of Section 5 of that Act, but which have been in bona fide use for not less than one year; provided that such marks are not identical with a "known trade-mark" owned by another and appropriated to merchandise of the "same descriptive properties." That is a large mouthful of language, but nowhere near so large as the original text in its purity. We are also thrown back upon a sharp, projecting corner of the law of 1905. "All other marks not registrable except those specified under paragraphs (a) and (b) of Section 5." All right: let's see what Section 5 has to say about it. Paragraph (a) specifies marks

which consist of immoral or scandalous matter, and paragraph (b) specifies those which consist of the flags or insignia of the United States, any of the States, municipalities, foreign nations, or fraternal societies. All other marks, it appears, are entitled to registration if they have been used for at least a year, and are not identical with any other known marks for the same class of goods. That, obviously, lets in descriptive names, geographical names, family names and corporate titles—everything, in fact, except scandalous matter and official insignia.

So much for Section 1 of the Act of 1920. Sections 2, 3, 4 and 5 have to do with the duties of registrants with regard to interferences and infringements. Then we run head-on into Section 6, which throws us back to the Act of 1905 again very neatly as follows: "That the provisions of Sections 15, 17, 18, 19, 20, 21, 22, 23, 25, 26, 27 and 28 of the Act approved February 20, 1905 . . . are hereby made applicable to marks placed on the register provided for by Section 1 of this Act."

Those sections of the Act of 1905 refer to the payment of fees, the jurisdiction of the Federal Courts, the right to injunctions and damages, the destruction of infringing marks and labels, false and fraudulent declarations, the right to stop imported goods bearing infringing trade-marks at the Custom House, and the duty to give notice of registration by affixing the words "Registered in the U. S. Patent Office" or "Reg. U. S. Pat. Off." to the mark. The really significant fact is the omission of all reference to Section 16 of the Act of 1905. The most important provision of the whole Act, and the fundamental distinction between the two classes of registered trade-marks is, curiously enough, expressed by the mere absence of the numeral 16 from the list of section numbers. No attention is called to it, and what is actually the most essential feature of the law is the one feature which is easiest to overlook.

For Section 16 of the Act of 1905 reads, when stripped of redundancy, as follows: "That the registration of a trade-mark under the provisions of this act shall be *prima facie* evidence of ownership. Any person who shall . . . imitate any such trade-mark . . . shall be liable to an action for damages . . . and the court may enter judgment therein for any sum . . . above the actual damages, according to the circumstances of the case, not exceeding three times the amount of such verdict, together with the costs."

EVIDENCE OF OWNERSHIP

Registration under the Act of 1905 is *prima facie* evidence of ownership. Registration under the Act of 1920 is not evidence of ownership at all, but merely an official record of a claim that a certain trade-mark has been in use for a year or more. That may seem like a rather subtle distinction, but those who are experienced in trade-mark matters will agree that it is a very important difference, when it comes to the protection of trade-mark rights by legal action. It serves clearly to separate the two classes of registrations, even though they may not be distinguishable in actual use.

The right to bring suit for an injunction and to collect triple damages, in the discretion of the court, is granted in the Act of 1920 in another place; but nothing is said about evidence of ownership.

The final section of the Act of 1920 is important to owners of trade-marks registered under the so-called "ten-year clause" of the Act of 1905. It declares that Section 5 of the Act of 1905 (which contains the "ten-year clause") shall be amended by adding the following words:

"And if any person or corporation shall have so registered a mark upon the ground of said use for ten years preceding February 20, 1905, as to certain articles or classes of articles to which said mark shall have been applied for said period, and shall have thereafter and subsequently

The Chas. H. Fuller Agency is carrying a schedule in The Minneapolis Tribune for the Channel Chemical Company on O-Cedar Mop and O-Cedar Polish. This copy carries the particularly striking illustrations and snappy text that have marked O-Cedar advertising in the past and will serve well further to popularize these products in The Tribune's trade field.

The Minneapolis Tribune is carrying a strong campaign for the Lafayette Motors Company, copy and schedule coming from the Erwin & Wasey Company. This advertising will do much to help popularize the Lafayette car in Minneapolis and throughout The Tribune's trade field in the Northwest.

The Laverne Motor Truck Company, of Laverne, Minn., is running an attractive schedule of display copy in The Minneapolis Tribune. The advertising is featuring the company's farm truck and its truck wheel, alternating copy being used for each product.

The Mitchell Advertising Agency, of Minneapolis, is running a series of advertisements in The Minneapolis Tribune for the Waterman-Waterbury Company, of Minneapolis, featuring its heating devices.

The Stack Advertising Agency, of Chicago, has sent The Minneapolis Tribune a well-sustained schedule of display advertising for the Santa Fe Railway Company, running to July 7. Distinctive illustrations mark this copy, which carries in the text a strong travel appeal.

Mulsified Oil, the product of the R. L. Watkins Company, is being popularized again with the people of the North-

west through a series of advertisements published in The Minneapolis Tribune. Copy and schedule come from the Snitzler, Warner Company.

Large and especially attractive copy is being carried in The Minneapolis Tribune for the National Kellastone Company. There is a marked illustration appeal in this copy, setting forth the advantages of the use of Kellastone as an outside finish for houses and other structures. This product was heavily advertised in The Tribune last year and enjoys good distribution in Minneapolis and the Northwest. Copy and schedule for this campaign come from Simmonds & Simmonds, of Chicago.

The Erwin & Wasey Company, of Chicago, has sent The Minneapolis Tribune a campaign of advertising for Altofer Bros., manufacturers of the A B C Electric washing-machine. This is a popular machine in the Northwest and the campaign now running in The Tribune will help materially to strengthen the company's distribution in this section. The campaign is being carried in the big Sunday paper of The Tribune, which now sells in Minneapolis and the Northwest more than 150,000 copies each Sunday—over 50,000 more net paid circulation than that of any other Sunday paper in Minneapolis.

Most convincing copy is being run in The Minneapolis Tribune for the United States Tire Company's tires. This copy is large enough to command attention, carries a strong, optimistic business argument home to the automobile owner, and is well illustrated. The campaign comes from the advertising agency of Geo. L. Dyer & Co., New York.

Member A. D. C.

The Minneapolis Tribune

Is the oldest and best daily News-paper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

extended his business so as to include other articles not manufactured by said applicant for ten years next preceding February 20, 1905, nothing herein shall prevent the registration of said trade-mark in the additional classes to which said new additional articles shall apply" after it has been in use for one year or more, and provided such use has not been anticipated by someone else.

So much for the "high spots" in the law itself. It is evident that descriptive, geographical and family names are actually registrable, and a considerable number of them has been registered. It is also evident that such registrations can have no effect upon the status of marks registered under the old Act of 1905, for the reason that registration under the Act of 1905 is *prima facie* evidence of ownership, and registration under the Act of 1920 is not.

Now it is fairly obvious that a great deal of latitude is possible in connection with the interpretation and application of the new law. For example, the words "identical with a known trade-mark owned and used by another . . . and appropriated to merchandise of the same descriptive properties" will stand much interpreting. The Commissioner of Patents is empowered to keep "a register," to establish rules of procedure, and to charge certain fees. That leaves much to be decided by the Commissioner with regard to the strictness or the liberality with which the law will be administered. On a recent visit to Washington, therefore, I took occasion to gather opinions, official and unofficial, as to the effects of the law, and to ascertain the policy of the Patent Office with regard to the strictness or the liberality of its interpretation.

It can fairly be stated that it is the policy of the Patent Office to interpret the law with the greatest possible liberality. R. F. Whitehead, who was Commissioner of Patents during practically the whole of the first year the law was in existence, is perhaps as good an authority as any

on that point. Official opinion cannot be directly quoted, for the acts of officials are subject to review by the courts, and a decision in any specific case may materially modify opinions and policies. Perhaps the liberality of the interpretation by the Patent Office can be illustrated by the fact that certificates of registration are being issued under the new law, though the law gives no specific authority for the issuance of certificates. The Office is also endeavoring to make the procedure as simple as possible. There are no complications in the rules, and the forms of application are practically the same with regard to both classes of registrations, merely specifying under which law the registration is sought.

In conclusion it may be well to point out that the new law established an entirely new class of registrations, practically identical with the Class B marks of Great Britain. While both classes of marks are designated in use by the same symbol, i. e., "Registered in the U. S. Patent Office," they are entirely separate and distinct. Marks which are registrable under the Act of 1905 are *not* registrable under the Act of 1920, and *vice versa*. PRINTERS' INK has sometimes been asked what would happen if the owner of a trade-mark which was registrable under the Act of 1905 should make application by mistake under the Act of 1920. Would he not, by inadvertence, part with some of his rights? The answer is that such an application would be rejected by the Patent Office on the ground that the mark was non-registrable under the Act of 1920, and the owner would doubtless be advised that application should be made under the Act of 1905.

St. Paul Agency Has New Account

Betting-Thompson-Madden, Inc., St. Paul, Minn., advertising agency, has obtained the advertising account of The Standard Conveyor Co., North St. Paul. The company is manufacturer of conveyor transportation systems for both interior and outdoor use.

opinion
for the
to re-
cision
terially
Per-
terpre-
can be
t cer-
being
hough
hority
icates.
ing to
ole as
mpli-
forms
y the
lasses
ying
ration

ell to
stab-
s of
ntical
Great
e of
e by
ered
they
inct.
nder
able
rice
me-
nap-
ark
the
ica-
Act
ad-
his
uch
ted
und
ble
he
ed
de

St.
ob-
he
st.
er
or



An effective advertising medium is one that has a firm grip on its readers. And fiction insures that grip. That's why The Hol-Tite Collar Holder Co. advertises in magazines of The All Fiction Field.

The ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

1,596,415 A. B. C. Circulation






The new importance of the package in a sluggish market

A REPRESENTATIVE of an advertising agency recently spent a month behind the counters of a great New York department store, studying at first hand the way people buy.

He made one discovery which surprised him. Time after time as the days went by he found that in closing sales *the appearance of the package* was the final test of success or failure.

Buyers were reluctant and critical. They scrutinized the shelves carefully. They examined the individual carton closely. If it flashed a message of distinction, a promise of quality and value, they would buy. Otherwise the article would be rejected in favor of one which seemed to promise more.

Of course, the present market only intensifies conditions which have always held true. With the average dealer carrying 2,000 to 8,000 items in stock, the package has always been of prime merchandising importance. But to-day it must actually *stir a sluggish market into action*—it must build sales for you as never before.



And there is another factor besides appearance. However much a forceful, distinctive design may help in making the first sale, there can be no permanent success unless your product reaches the consumer with quality unimpaired. Goods that deteriorate in transit or on the dealer's shelf are the sort that ruin a manufacturer's reputation. *Protection* is the second vital feature of a successful package—more vital to-day than ever before.

Expert advice on every package problem

Backed by over fifty years of experience, the Robert Gair Company offers you unrivalled facilities for solving every package problem.

We can work out the style of carton best adapted to protect your product—whether it be a printed folding box or a label-wrapped carton. We can secure the absolute uniformity which modern automatic packing equipment demands. Our Creative Department will give you a design *scientifically selected* for maximum selling appeal—and complete facilities for multi-color, offset, and lithographic work will insure accurate, economical reproduction.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper-mills, make our own inks and glues, maintain our own art, engraving, printing, chemistry departments. With six great mills located at strategic points to render most efficient and economical service to package merchandisers, the Gair system is the largest of its kind in the world.

Backed by these immense resources, we offer you not only expert packaging counsel, but a complete service on every phase of package merchandising—Folding boxes, Labels, Shipping cases, Display advertising. A letter or a telephone call will bring our representative at any time.

Have you received your copy of "Scientific Selection of Package Designs"? A postal will bring it to you.

ROBERT GAIR COMPANY

350 Madison Ave., New York

Folding boxes

Labels
Display advertising

Shipping cases



Buyers of the Future

Lads and lassies of today will be the men and women of tomorrow to whom your advertising appeals must be directed. It is interesting to observe here that in Detroit the increase in the school population during the last five years has been 66.5% as compared to a 17% average for 429 other cities and towns.

In the schools, as in the homes, The Detroit Free Press finds ready entry. Frequent use is made of the editorials and comments of this newspaper as subjects for current history topics in the schools of Detroit.

For more than nine decades this newspaper has been an important factor in moulding the thoughts, the opinions, the lives, if you please, of hundreds of thousands. It has always been clean enough, sane enough to find a resting place on the reading table of any family. Naturally throughout these years it has attained a prestige of inestimable value to those advertisers who consistently make use of its columns—a prestige that expresses itself in dividends returnable as results.

The Detroit Free Press

"Advertised By Its Achievements"

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

PORTLAND, ORE.

What One Letter Did for a School

A Kentucky Mountaineer's Story Put into Type by a Woman, Restores an Institution's Finances

ONE day a woman on the committee of a settlement school in the mountains of Kentucky sat down to go over the school's affairs and found that the bank account had been overdrawn. There were sixty-odd children to be taken care of and many things were needed, but the prospects for immediate help looked gloomy. Various methods of obtaining funds had been tried, but the public was none too responsive. She wondered what to do.

Just then a mountaineer came in and pleaded that his seven motherless children be taken into the school. It seemed to be out of the question, but the man explained that he had come from many miles away and his plea was so moving that he was told to bring in his children. This in spite of the fact that the school was then in receipt of only one-fourth the annual amount that it needed properly to care for the children already in charge.

The woman immediately turned to her desk and wrote a letter, not about the needs of the school, but about John Callahan, the mountaineer. This was mailed to a list of people who had previously shown interest in the school.

Here are some of the things that this letter accomplished:

It brought in many thousand dollars.

It revived nearly all the dead names on the mailing list.

It increased this list by one-third. It attracted the attention of newspapers and magazines throughout the country, who gave it valuable publicity.

It made new friends for the school who have since become steady supporters.

It brought in so many contributions for John Callahan and his children that the school was put to some embarrassment to explain that it could not accept all the money for them when so many other children were in distress.

It revealed to a great many comfortable people the real conditions under which many American children live and showed them the necessity of institutions like settlement schools for relieving at least some of the most desperate cases.

This was the letter:

PINE MOUNTAIN SETTLEMENT SCHOOL,
INC.
PINE MOUNTAIN, HARLAN COUNTY
KENTUCKY

My dear Friend:

A man has just walked in from Big Creek, thirty miles away, to try to enter his seven children in our school. Two years ago he came, when their mother had been dead only six or eight months, but he would not leave the children because we had room for only one, and he said, "If I part 'em while they're leetle fellers, they won't have no feelin's fer each other when they're raised. I want ye to take 'em all or none. Hit was their mammy's last wish that I keep 'em together. I'll jest do fer 'em myself the best I kin, if you can't take 'em all."

To-day he brought an irresistible appeal—a picture of the seven, copied at the close of this letter, and his tale of how he has "keered" for them. Thirty-four years old, worn, stooped, toothless, he has made a gallant fight to raise his children right. He pointed to the children's clothes "I've made 'em all," he said. "I couldn't hire nobody to sew fer 'em, so I jest made 'em everything they wear, myself. I've washed fer 'em. I've tended 'em, an' then I've gone out in the cornfield to work fer 'em. I've raised 'em as right as I know, but I can't do fer 'em lak I ought."

"I get right sick with the phthisic, an' I've studied about what would happen to 'em if I was to be tuk off from 'em. When I have to go away from 'em to earn a leetle money, hit's sech a dread on me, les' they git burned up at night, s'posin' the house should ketch fire, an' leetle fellers allus so sleepy-headed at layin'-down time. Sometimes I'm afraid to go home."

"Why didn't you marry again," I asked, "so as to get help in raising your children?"

Tears came into his eyes. "Hit's best fer leetle younguns to hev jest one mammy, an' s'posin' I'd thought to help 'em a-marryin' again, I might a-got 'em in a mighty bad state."

"If we take the children, are you goin' to marry again?" said I.

"No'm, I'm done with marryin'. I jest want my younguns raised right, whilst I'm a-tryin' to make the money fer 'em."

"You see, we don't want children whose parents want to get rid of them," said I, "but ones whose parents want them to have a good chance."

"Yes," he said, "I know. That's the reason I want 'em here. You want younguns whose parents has got diligence and with innards to raise 'em toward humanity. Yes, I'll pay ye all I can make fer 'em, ef ye'll jes' raise 'em right. I've raised 'em to work. I've worked myself. I begun when I was seven, an' I couldn't git much education. In my raisin'-up hit was one day in school and the next day out; one week in school an' the next week out. I want 'em to git a chance to make their livin's,—to live, an' not be bowed under lak I've been."

"No, they don't sw'ar, ner cuss; an' they hain't got no mean ways when they're in my sight. I've brought ye a recommendation from folks that met ye when ye come through Big Creek five or six years ago."

We were moved with compassion. But to-day there is not a penny in the treasury, and our annual pledges must be multiplied four-fold to care for the sixty children we already have. For the seven "leetle fellers," from the "chunk of a girl jes' goin' on five" to the fifteen-year-old boy who has hoed corn all summer, we should need a hundred and twenty-five dollars apiece.

Yet how could we resist those faces and the patient father who has done the best he "knewed"! I told him to bring them, all seven. An hour ago he started back on his long thirty miles to make the children ready. In ten days they will be here, but unless money comes, we can't let them stay.

Must we send them back, or have you, like the father, the "innards to raise leetle fellers toward humanity"?

Faithfully yours,

ETHEL DE LONG.

At the end of the letter appeared a small half-tone cut of poor, hollow-eyed John Callahan, with one child in his arms and the others ranged alongside him at the door of their cabin home. The letter was also accompanied by a separate sheet which bore a written recommendation from the Callahan children's teacher. This, just as written, was as follows:

Hazard, Ky.

I, W. R. Brown, (Teacher) Take pleasure in recommending John Callahan, as a widower, the father of seven children, five boys and 2 girls, which attended school under me; I found them to be good children and they seem to delight in good conduct and in good behavior while at my school.

I have known the said, John Callahan, for about three years and found him to be a hard working man of good caractor, a good citizen and a man who, believes in obeying the laws.

He owns no land and hast to rent where and when he can, and all the way he has for their and his support, is by his daily labor.

Any favor shown him looks as a deed of Justice.

Yours truly,

witias

Ethel Jackson,
Manda Jackson,
Walter Flanery
G.—W—Whurlitoe
Rob Short, acquainted for 10 yr.

W. R. Brown.

A letter which achieved such notable results is worthy of examination by all correspondents and students of letters.

In the first place it is to be noted that Mrs. Ethel de Long Zande, author of the letter, was so thoroughly "sold" on her subject that the letter almost wrote itself. She let her own emotion appear in what she wrote, and yet she composed with great restraint. The letter is a model of simplicity, genuineness, and sincerity throughout. It takes in order all the steps necessary to the writing of a good letter, advertisement, or story—attention, interest, conviction, stimulation to action.

The first sentence of a letter is of great importance and this one fills all the requirements: "A man has just walked in from Big Creek"—that brings the main subject immediately on the scene; "thirty miles away"—that arouses attention at once; "to try to enter his seven children in our school"—that completes the cast and fixes the interest.

The theme is thenceforward developed by letting John Callahan talk for himself, and here the author puts in some master strokes:

"He pointed to the children's clothes."

"I've washed fer 'em, I've tended 'em."

"Hit's sech a dread on me."

"So sleepy-headed at layin'-down time."

"Done with marryin'."

"Not be bowed under lak I've been."

"They hain't got no mean ways."

Such phrases and expressions make the character of John Callahan real and lifelike. To catch them so accurately was a wonderful bit of reporting. These sen-



Seventy thousand prosperous, English-reading families represent both the bulk and the quality of sales opportunity in Minneapolis; and 60,000 of these are reached most effectively, at the most advantageous time of the day, in the evening, through The Minneapolis Journal.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

tences are immensely more effective than any amount of description. It is the language of "powerful uneducated persons" which makes our dictionary terms seem feeble and watery.

We must note that the author needs only three short paragraphs to drive the story of John Callahan home. Her appeal for funds is indirect, but all the stronger on that account. It is interwoven quite naturally into the conclusion of the story, and thus the message is made specific and not general.

The letter as a whole is well worth any correspondent's study. It has nearly everything necessary to those dramatic stories of which the American people are so fond, containing the same elements that made "The Old Homestead" and "Shore Acres" popular for many years. It contains both smiles and pathos and conveys those elemental human emotions that have made books like "Les Miserables" great.

And finally, though this has nothing to do with the article, it may be mentioned here that poor John Callahan was afterward shot in revenge because he testified to a man's law-breaking.

J. H. Harrison Advertises Women's Cloaks

J. H. Harrison has become advertising manager of Hovland Sardeson McCole Company, of Chicago, manufacturer of women's cloaks. He formerly was connected with the retailers' service department of Marshall Field & Co., wholesale. Ray Zengler, who preceded him at the Hovland, Sardeson McCole Company, has joined the advertising staff of Hart Schaffner & Marx.

Establishes Sales Management Service at New York

Benjamin Wilk, who for twelve years was associated with the Fairchild Publications, New York, and who has recently been sales and advertising manager for Crown, Inc., has established a sales management service at New York.

Manufacturer Opens Advertising Department

The Washington Mills, Inc., New York, have established an advertising department in charge of S. J. Levin.

John A. Sleicher Dead

John Albert Sleicher, editor of *Leslie's Weekly* and president of the Leslie-Judge Company, New York, publisher of *Leslie's Weekly*, *Judge* and *Film Fun* since 1905, died in Albany, N. Y., on May 5 after a long illness.

Mr. Sleicher was born in Troy, N. Y., on October 4, 1848. He began his newspaper training on the *Troy Whig*, afterward the *Record*. Later he became city editor of the *Whig*, the *Press*, and still later the *Times*, and subsequently a part owner of the *Times*. He sold his part interest in the *Times* and bought the *Schenectady Union*. Later he became editor and part owner of the *Albany Evening Journal* and editor of the *New York Mail and Express*. He resigned this editorship after holding it for a number of years to become supervisor of the *New York City Record* under Mayor Strong's reform administration.

From 1889 to 1893 Mr. Sleicher was State Civil Service Commissioner. He was a delegate to several Republican National and State conventions.

Autocall Account with Powers-House Co.

The advertising of The Autocall Company, Shelby, O., manufacturer of signalling devices and industrial fire alarm and man-finding systems, has been placed with The Powers-House Co., Cleveland. The Autocall Company has just perfected a small man-finding system for use in offices and small manufacturing plants which will be featured in early advertising.

Other new accounts of The Powers-House Company include The General Bronze Foundry Company and The Rorimer-Brooks Studios, interior decorators and furnishers, both of Cleveland.

Candy Makers to Consider Co-operative Advertising

At a meeting of the National Confectioners' Association, which will be held at Atlantic City, N. J., May 21 to 30, plans for a national candy advertising campaign will be outlined. The plans for this co-operative campaign, intended to increase the consumption of candy, call for an appropriation of \$50,000.

Appoints Minnick & Minnick

Minnick & Minnick, New York, have been appointed Eastern representatives for the *Market Growers' Journal*, Louisville, Ky.

Bert Barnes, advertising manager of the *Morse Dry Dock & Repair Co.*, Brooklyn, plans to issue the first number of a new publication next month, to be devoted to house-organs and employee publications. *The Blue Pencil* will be the name of the new publication, which will be issued monthly.

Distribution

What can advertising do
without it? Nothing!

Paste this advertising axiom in your memory book:

"Advertising can not move merchandise where there is no merchandise to move."

Scores of smart advertisers have put 100% advertising behind 50% distribution (or less) in Chicago, and have wondered why they got only 25% results.

This is why: Distribution is very much like an oil well. Your original distribution, whatever it is, shrinks to what the Chicago Evening American terms "settled distribution," just as a gusher diminishes in flow until it reaches what oil men call "settled production."

Unless you make a good start and put *ahead* of your advertising sufficient distribution to make it profitable on a "settled" basis, your advertising can never function effectively.

Let us tell you how "*The American Plan*" of distribution and merchandising minimizes the risk of failure in the rich Chicago market. It is the **ONLY PLAN BY WHICH AN ADVERTISER CAN COME INTO THIS MARKET WITH ASSURED FULL DISTRIBUTION.**

CHICAGO EVENING AMERICAN

Member A. B. C.

April Circulation Over 400,000

[better
paper
∞∞∞
better
printing



WAR
STANDARD

Clip from this book to make your dummy

BOOKS meant to be cut up are issued monthly during 1921 by S. D. Warren Company. You clip the type, borders, initials, engravings, and decorations to make working dummies, when planning printing. Merchants who sell Warren's Standard Printing Papers distribute these books to printers, engravers, artists, advertising managers and catalog makers, as our latest contribution to the cause of Better Printing.



Each month's issue of books is written about and printed on a different grade of Warren's Standard Printing Paper. The book most recently published illustrates and defines the uses of Warren's Olde Style India. One would not attempt to use halftone engravings with antique finish paper, but among the materials for the making of dummies contained in the book described, are effective illustrations in line and from stipples, enriched by the hue of Warren's Olde Style India.

If you do not know the Warren distributor to whom you should apply for this book, write to us and we will send you his name.

S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S

PRINTING PAPERS



We take pleasure in announcing our agency for Hammermill Papers.

HAMMERMILL BOND
HAMMERMILL SAFETY

HAMMERMILL LEDGER
HAMMERMILL COVER

HAMMERMILL BOND

The watermark, *Hammermill Bond*, is the mill's word of honor to the public. Adding Hammermill Bond to The Lindenmeyr Lines is fulfilling our promise to maintain a collection of papers which we can sincerely recommend.

We will be glad to take care of your Hammermill Bond requirements. To do this effectively, we shall carry in our New York warehouses a large stock in all the sizes, weights, colors and finishes for which this utility bond paper has justly won great popularity.

HENRY LINDENMEYR & SONS

ESTABLISHED 1859

32-36 Bleeker Street

16-18 Beekman Street

New York City, N. Y.

More About "Your Prices to Me"

Two Sides of an Important Question Discussed

OFFICE OF NATHAN STRAUS
NEW YORK, April 29, 1921.

Editor of PRINTERS' INK:

Your article on advertised products in the current number of PRINTERS' INK is one of the cleverest and most amusing I have read for a long time on the subject.

Accept my hearty congratulations.
NATHAN STRAUS, JR.

AMERICAN CHICLE COMPANY
NEW YORK, April 29, 1921.

Editor of PRINTERS' INK:

Roy Dickinson's story on "Your Prices to Me" in the April 28 issue was a human-interest story for every manufacturer and advertiser.

My favorite tooth-paste is priced differently at four stores in two blocks, the price ranging from ten cents over the advertised price to six cents under the advertised price.

In my opinion the slowness of the retailer in realizing that the war is over is responsible for much of the attitude of mind that we call the consumer "strike."

J. F. BRESNAHAN,
Vice-President.

HAWLEY ADVERTISING COMPANY, INC.
NEW YORK, May 3, 1921.

Editor of PRINTERS' INK:

My congratulations on your bully good article, "Your Prices to Me," in PRINTERS' INK.

JOHN H. HAWLEY.

THE three letters above are from a large number which have been received from manufacturers, public officials and agency men commenting favorably on the story, "Your Prices to Me," in the April 28th issue. These men all realized that PRINTERS' INK's object in printing the story of a shopping tour by a consumer was to be of service in pointing out a timely condition. As the president of a food product company said, "I think that this article presents a new type of service and a very tangibly beneficial service to the readers of PRINTERS' INK."

When something is damming up the channels of trade, when prices are almost as important as trade-marks, when so many manufacturers are trying to bring their products to the consumer at minimized cost, the question of what

is happening at the point of sale is of national importance.

The letter which follows is from one of the retailers mentioned in the previous article.

The Decker stores, in important suburban centres near New York, rank high in the grocery trade. No attempt was made to injure this chain of stores or any other retailer or manufacturer. The facts as secured by Mr. Dickinson were set down, together with certain conclusions natural to a consumer on a shopping tour. The disorganization of retail prices, the difficulties faced by the retailer and his clerk in properly presenting new prices and selling points to the consumer, the question of what responsibility the doctrine of "consumer acceptance" puts up to the manufacturer, advertising agency and retailer—these are questions which every national advertiser may well ask himself to-day.

ESTABLISHED 1871 INCORPORATED 1906
CHAS. M. DECKER & BROS.
IMPORTERS-GROCERS

ORANGE, N. J., May 2, 1921.

MR. ROY DICKINSON,

Care of PRINTERS' INK,

DEAR SIR:

Your article entitled "Your Prices to Me," in PRINTERS' INK, issue of April 28, has been called to my attention by numerous friends and business associates. I have read over this article very carefully, and at first it angered me, but upon "digesting" it, it becomes more amusing than upsetting.

I notice that you state that your information was obtained from a "shopping tour" rather than an investigation. I am glad that you so qualify your article. As you are a resident of East Orange yourself and are aware that Chas. M. Decker & Bros. has been established and operating in this

part of New Jersey for fifty years, it is needless to say anything further in regard to our fair dealing with the public; otherwise I hardly think that we would be operating to-day.

I would first like to explain to you a few things of which you are either ignorant or for some reason you do not care to elucidate more fully in your article. At the present time we are operating two chains of stores, one under the name of Chas. M. Decker & Bros., Inc., and the other under the name of Chas. M. Decker & Bros. Thrift Stores, Inc. These two companies are absolutely distinct, with the exception that Chas. M. Decker & Bros., Inc., control, through stock ownership, Chas. M. Decker & Bros. Thrift Stores, Inc.

The price comparisons to which you refer are all taken in stores owned and operated by Chas. M. Decker & Bros., with the one exception of the Campbell Soup, which was being sold in one of our Cash Stores at 10 cents a can. In this connection, I might say that prices at which merchandise is sold at the stores of Chas. M. Decker & Bros., Inc., and at the stores of Chas. M. Decker & Bros. Thrift Stores, Inc., are not the same, nor have we, at any time, made a pretence of selling merchandise in these two classes of stores at the same prices. Our reason for so doing is that it costs us a larger percentage to do business in the so-called Service Stores than in the so-called Cash Stores, and our prices are made accordingly. In our Service Stores, as you are aware, we charge merchandise and make deliveries.

I am now going to take up the specific instances to which you refer. You make the statement that one of our clerks said, "Yes, our price of Jello is 14 cents a package." This statement is undoubtedly correct. However, it depends upon what date you asked our salesman as to this price. On December 7, 1920, the Genesee Pure Food Co. reduced their price of Jello, not guaranteeing stock on hand against de-

cline, as is the case of a great many manufacturers of advertised brands. On January 4 we received from the Genesee Pure Food Co. our first shipment of Jello after this reduction went into effect. On January 7 our price on this article in Chas. M. Decker & Bros. stores was reduced to 13 cents a package and \$1.45 a dozen, making the dozen price a little under 12 cents a package. January 4 the price of Jello in our Thrift Stores was reduced to 12 cents, on January 11 it was reduced to 11 cents, and on April 10 reduced to 10 cents, subsequently to 8 cents, and is now selling at 10 cents. For your information, these price reductions and price changes were made no more than twenty-four hours from the time they were made in the other Chain Stores to which you refer.

You state that our selling price on Shredded Wheat was 16 cents. You are correct in this statement. However, did you inquire as to the price of Shredded Wheat in one of our Thrift Stores? If you had, you would have found the price to be 13 cents. The lowest price that you quote for this item is 12½ cents, but you do not state at what Chain Store you obtained this price.

You state that Kellogg's Corn Flakes sold for 12 cents at Decker's. You are right again, but if you had inquired at one of our nearby Thrift Stores you would have found the price to be 10 cents. I might say in this connection that the Kellogg Toasted Corn Flake Co. reduced their price on this article on March 4, and that the price in our Service Stores was reduced on March 12 and in our Thrift Stores March 7, just about time enough to receive the communications from the Kellogg Co. in regard to the reductions.

In reference to Dromedary Dates, you say our clerk wanted you to buy Golden Dates, and this "substitution was so crude" that it could not convince you to purchase them in preference to the advertised product. I might state

What's the Price of Your Product?

45 cents or 4,500 dollars?

Any commodity which is thoroughly good or thoroughly efficient is Quality Merchandise—whether it's a luxury or a necessity—a motor car or a tooth brush, a pipe organ or a cake of soap. And Vanity Fair can sell it successfully.

Pepsodent Tooth Paste says:

"We feel that Vanity Fair has contributed in no small degree to the general success of our advertising, and its use is indispensable to our broadest interests."

Winton Motors says:

"We use Vanity Fair because it circulates largely among wealthy men and women who can afford Winton cars. The results from our advertising in Vanity Fair are entirely satisfactory."

No matter what the price of your product is, if it's a Quality Product which contributes to one's comfort, convenience or enjoyment, Vanity Fair has already proved the importance of its 100,000 readers as a market for your merchandise.

Vanity Fair

GEO. S. NICHOLS, *Advertising Manager*
19 West 44th Street, New York

L. A. Herblin, *Western Manager*
Wrigley Building, Chicago, Ill.

in this connection that for many years we sold Dromedary Dates, but in 1919 Hills Bros., owners and distributors of Dromedary Dates, could not make deliveries to us, claiming that they were oversold. However, Dromedary Dates were in the windows of every small fruit store, delicatessen and small grocer. The reason that they were not able to supply our requirements was that at that same time we did not see fit to purchase their Dromedary Cocoanut. We had, at that time, been carrying and selling Schepps' Shredded Cocoanut for more than thirty years, and did not see fit to replace it with Dromedary Cocoanut, although this article was an advertised brand. At that time we purchased and "substituted" as you call it, Golden Dates; and inasmuch as this article has been selling quite as well, if not better, since that time we have continued its sale in preference to Dromedary Dates.

The next item to which you refer is Baking Powder, and you certainly, from a consumer's standpoint, have discovered a great trade secret! I will first tell you the history of Royal Baking Powder and of Ryzon Baking Powder, and then explain to you a little more fully about the prices. To begin with, the General Chemical Company pack Ryzon in 4-ounce, 8-ounce, 16-ounce and 5-pound cans; for a time they packed a 12-ounce package, but the size has been discontinued. The Royal Baking Powder Company, due, they claim, to the high price of material, reduced two of their sizes, about two years ago, from 16-ounce to 12-ounce size, and from an 8-ounce to a 6-ounce size, the 4-ounce size remaining the same. The Royal Baking Powder Company has never sold its product for anything other than for what it was labeled, neither have our salesmen ever done otherwise. As to your statement in regard to the ingredients, etc., it is quite possible that our salesmen explained to you in detail as to the ingredients, etc.; but I would say in

this connection that I am not familiar with the ingredients of either Baking Powder, nor do I care! We carry in our various stores thousands of items, and it is impossible for any one man to know the formulas, ingredients and chemical analyses of every one of these articles. In regard to the price of Ryzon—you state that our price was 55 cents for a one-pound can; this is absolutely correct, and it is the price of a one-pound can in our Service Stores to-day. The price of a one-pound can of Ryzon in our Thrift Stores is 48 cents and has been for some time past.

You say that you purchased from a nearby A. & P. store this same size can at 34 cents. You are correct, and they are selling the same article at the same price to-day. But perhaps housewives would not be quite so pleased if they knew that the A. & P. have not purchased Ryzon for the last six months past, and that the can that they now buy for 34 cents has been lying either on the shelf of the store or at their warehouse for at least that length of time. I am enclosing a circular as to suggested retail prices, also costs with the trade discounts and cash discounts, dated August 1, 1920, from the General Chemical Company. You can readily see by this circular that we are not robbing the public. As before stated, we are selling the one-pound cans in our Service Stores at 55 cents and in our Thrift Stores at 48 cents, as against their suggested price of 60 cents.

You also make a statement in regard to Heinz Apple Butter, in both large and small sizes. The prices are correct, but we do not carry this article in either size in our Thrift Stores.

All through your article there seems to be certain personalities which we do not care for and which we do not intend to let pass by. After furnishing you with these facts, confirmation of which you can make from the Genesee Pure Food Company, the Kellogg Toasted Corn Flake Company, H. J. Heinz Company, Royal Bak-



New York City's Fresh Milk District

"Yes, Sir! My own paper comes first every time. I take several farm papers—all of them good. But the Dairymen's League News gets first attention; the others have to wait their turn.

"The 'News' is my pet; I've had a hand in raising it, so to speak. And I feel toward it much as I feel toward a pure-bred cow I've raised from a calf."

That's the way 93,309 dairy farmers feel about The Dairymen's League News. They own it and shape its policies. They depend upon it for the news most vital to their business. Through "The Farmer-Owned Marketing Paper," they feel the pulse of the world's markets.

This select circulation, concentrated within a few hundred miles of New York City, affords you a never-failing market which can be cultivated intensively with a moderate outlay. Compare our circulation, rates and make-up with those of any other farm or dairy paper.

Shall We Send You Sample Copy and Rate Card ?



UTICA, N. Y.

Birge W. Kinne
303 Fifth Ave.
New York City

Girard Hammond
Advertising Manager

John D. Ross
10 S. LaSalle St.
Chicago

"The Farmer-Owned Marketing Paper"

Fishing for Whales



Audit Bureau
202 South State Street · Chicago

You
can
Ina
teri
skill
mee
The
tota
tific
trou
high
How
21 a
trib
of r
The
fact
cula
answ
ing
on t
A. E
scien

Be s
the n
buye
purch

of
347

Whale with Trout Tackle

You can't catch a whale with a trout rod! You can't land big business with inadequate methods! Inadequate methods in advertising are characterized by unscientific space buying. The most skillfully prepared copy placed in the wrong media will fail of its full purpose.

The list of publications compiled on a basis of total circulation is as inadequate and unscientific as assuming that, because a rod will catch trout in a brook, it will catch whale on the high seas.

How is the circulation obtained? See sections 21 and 22 of an A. B. C. report. Where is it distributed? See sections 16 and 17. What degree of reader interest has it? See section 23.

These and many other questions concerning factors which vitally influence the value of circulation should be asked before buying. The answers can be obtained by thoroughly studying and analyzing the facts contained—not on the cover only—but on every page of an A. B. C. report. This is the first step toward scientific space selection.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half.*



of Circulations
347 Fifth Avenue · New York



ing Powder Company and the General Chemical Company, from some of whom you will probably hear direct, we ask you in a subsequent article to explain your statements more fully. We do not care to have our name and the goodwill of our business besmirched by an article that has been written by one not conversant with the facts. We have absolutely no personal feelings on this subject, but we must insist upon it being corrected, with a fuller explanation as to the facts.

Awaiting your reply with interest, I remain,

Very truly yours,

RICHARD E. DECKER,
Treasurer.

As Mr. Decker states, Mr. Dickinson went on a "shopping tour," putting himself in the position of the average consumer who buys across the counter. In such a capacity he was not trying to discover trade secrets nor to investigate causes, but merely to set down the reactions of an average consumer. Mr. Decker's letter brings out many points which will be of interest to every manufacturer who is selling through retailers. The Jello prices mentioned by Mr. Decker were received from the clerk on April 6, 1921.

We say again that there was no intention of hurting the goodwill of any business. The Decker stores have served the communities in which they are situated long and honorably.

Any big store will have great difficulty to-day in instructing its sales people as to the latest prices and selling points of the thousands of different items which are carried in stock. The retailer is not an "outlet" for the manufacturer. He is a busy man with many pressing problems. His clerks have their attention divided among a multitude of products made by hundreds of different advertising manufacturers. In a period of wide price fluctuations like the present the retailer and his clerk need all the help they can get from the manufacturer. And the

retail clerk continues to be one of the most important parts of the manufacturer's sales organization. The story, "Your Prices to Me," in the April 28 issue, has induced several manufacturers to go on shopping tours themselves, and has brought to light certain conditions, the solving of which will help manufacturers, retailers and the buying public.—[Ed. PRINTERS' INK.]

E. D. DeWitt Buys "American Agriculturist"

The Orange Judd Company has sold all of its rights and interests in *American Agriculturist*, New York, to E. D. DeWitt, former business manager of the New York Herald and of the Paris edition of that newspaper.

The *American Agriculturist* was one of five farm papers published by the Orange Judd Company. It was founded in 1842 and has been published continuously ever since. In 1831 the *Genesee Farmer* was merged into it. It was operated as a national monthly until 1894, when it became a weekly covering New York, New Jersey and adjacent States.

Urges Dry Goods Wholesalers to Fight Chain Stores

Eugene B. Sydnor, who was elected president of the Southern Wholesale Dry Goods Association at its recent annual meeting in Chattanooga, Tenn., in an address on the "expense of selling" urged wholesale dry goods men to combat the chain store. "Speed of turnover," which should be the jobber's motto, would be the most effective weapon he declared.

Paul E. Watson with Ruthrauff & Ryan

Paul E. Watson, formerly vice-president and general manager of the Mother's Magazine Company, has been made manager of the Chicago office of Ruthrauff & Ryan, Inc., New York.

Sherman L. Smith, formerly in the editorial and advertising department of the Earnshaw Press Corporation, Boston, has been appointed advertising manager of the Linscott Motor Company, of Boston, distributor of Reo automobiles.

J. Tallmadge, formerly assistant to the sales manager of the Willys Overland Company, Toledo, O., and later sales manager of the Handley-Knight Company, Kalamazoo, Mich., has joined the Boston Oldsmobile Company, Boston, Mass.

P. P. C. Facts



E. W. Bliss Company has a continuous history in the manufacture of power presses since 1857. Their metal stamping presses, ranging in size from the smallest bench press to those weighing three hundred tons, are to be found in the remotest corners of the world. Their equipment for making all types of metal containers, from automatic machines for producing food packing cans to the heaviest presses for making steel barrels, is largely responsible for the development of modern produce distribution.

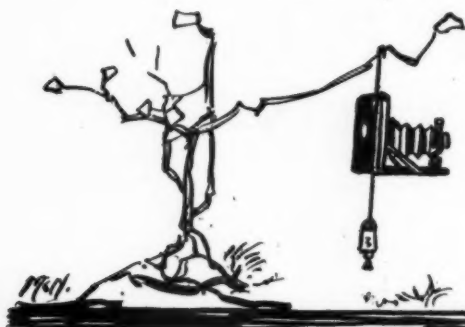
The company is further distinguished by its far-reaching organization, with five American and two European factories. One of the American factories, manned by special engineering and production staffs, is devoted exclusively to the execution of orders for special machinery.

For years E. W. Bliss Company has come to P. P. C. with complicated printing problems, not only in English and Spanish, but also in Russian.

Publishers Printing Company

207-217 West 25th Street

New York



SNAP—

THEY'RE going to have the fish kodaking themselves—next year!

Yes, from the early days of "you press the button, we do the rest," the Eastman Kodak Company has been making it easier to take pictures. And they have never swerved from the belief that **QUALITY** and **SERVICE** were inseparable in successful selling.

They've eliminated plates and dark rooms, arrested Time in his flight; and now the self-timer enables you to snap yourself!

Service pure and simple. And they're helping to build better advertising because of that ideal.

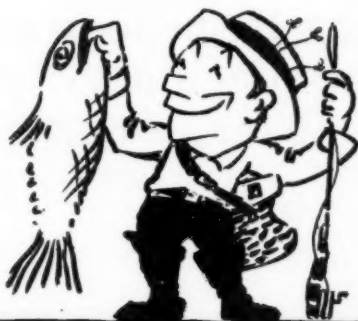
Shade of Daguerre! If only Sir Oliver would interview you—what a story!

GUARANTEE ADVERTISING

- 1.—HEARST'S INTERN. GUARANTEES without question, every printed statement, its merchandise advertising.
- 2.—GUARANTEES their in transaction involving purchase, service or delivery to the customer.
- 3.—GUARANTEES their products purchased through retailers.
- 4.—GUARANTEES to refund money, plus its per cent to you for furnishing them in any case where in your opinion the advertiser's result is not made good.

Hear

INTERNATIONAL



SHOTS!

SUCH advertising illustrates splendidly the thing that is making a nation of discriminating buyers—buyers who look for the service behind the things they purchase.

In its service to the reader, from editorial contents to the advertising pages, Hearst's International holds to a high ideal.

400,000 discriminating families buy each month the **WORLD'S** best in literature, art and science, and they read advertising that is **GUARANTEED**.

Alert, wide-awake people who demand the choice of world literature and information on world affairs—make a worthwhile market!

For selling that market use Hearst's International—forget Sir Oliver and the shades—sell the live ones!

GUARANTEED ADVERTISING

HEARST'S INTERNATIONAL
GUARANTEES without reservation
every printed statement of
merchandise advertisers.

GUARANTEES their statements
in connection with promise,
price, service or delivery to
customer.

GUARANTEES their advertised
products purchased direct, or
through retailers.

GUARANTEES to refund your
money, plus ten per cent as a fee
for furnishing the facts in
case where in your opinion,
the advertiser or the product has
made good.

arst's

INTERNATIONAL

Strong Demand in Canada for Farm Machinery and Farm Home Equipment

A recent survey of Family Herald and Weekly Star readers in one of the prairie provinces of Canada showed that out of 18,000 subscribers, 4140 are in the market for electric lighting plants. Here are a few more of their requirements:

3330	will buy	Power Washing Machines
3640	" "	Automobiles
780	" "	Motor Trucks
1625	" "	Tractors
2700	" "	Gas Engines
2160	" "	Water Systems
2340	" "	Incubators
1170	" "	Stump Pullers
2070	" "	Refrigerators
4140	" "	Indoor Water Closets
4770	" "	Bath Tubs
990	" "	Stock Waterers

That is the record of only a few articles in demand in one of the nine provinces of Canada, each of which is covered by The Family Herald and Weekly Star.

Is it a wonder that the manufacturers of farm machinery and equipment are using The Family Herald and Weekly Star to an increasing extent, even though their total advertising appropriation may be curtailed?

The circulation of the Family Herald and Weekly Star exceeds 150,000 each issue, and is sold either nationally or sectionally to suit the special requirements of the advertiser. Entire edition, 50 cents per line. Either Eastern or Western Canada Division, 30 cents per line.

Family Herald and Weekly Star.

Canada's National Farm Journal

Established 1870

Montreal

Canada

BRANCH OFFICES:

New York Representative:

DAN A. CARROLL,
150 Nassau Street.

Toronto Representative:

M. W. MCGILLIVRAY,
182 Bay Street.

Chicago Representative:

J. E. LUTZ,
First National Bank Bldg.

*London, Eng., Representative—*M. A. JAMIESON, 17 Cockspur St., S. W. 1.

for
rmaders
t out
electric
ents:and in
cov-nery
weekly
dver-Star
y or
iser.
stern

mada

ive:

Bldg.

1.

When Salesmen Get "The Blues"

Depression Is a Disease That Can Be Cured, if You Go About It in the Proper Way

By W. H. Heath

THESE times are apt to demoralize the salesman who allows his nerves to jangle and his courage to waver. In one sales organization at least that we could name, it amounted to an epidemic—a blue reign of horror. And all without just reason, for the fundamentals of business are perfectly sound. It's merely a case of bucking up and working all the harder.

"Nowadays a man must really put salesmanship to work," said a sales manager. "The merchandise has stopped selling itself, that's all. We must scratch deep for the day's rations, where a little while ago it was being thrown to us, on the surface, out of a man."

But some of the trouble can be traced to the sales department head himself, or to frightened heads of firms who are themselves demoralized, without quite appreciating the fact. In a concern employing thirty local salesmen—all tried and true men, ambitious, energetic, resourceful—business took a slump. Sales dropped off approximately 60 per cent. The temporary lull was one of those conditions that every concern must face, sooner or later. The lines on the chart can't always head upward. Few businesses claim a peak load year after year. And in the present case it was not so serious as it might have been, for the firm was an established one, with prestige that generations could not destroy. When business brightened, it would get its full share and more.

The head of the house was an alarmist. Ordinarily happy of countenance and cheerful of manner, he suddenly took on a funereal aspect. He never smiled. He moped about the office. And finally he began to institute cuts. An office boy was allowed to go; a stenographer discharged. There

was a warning posted in the matter of waste of office supplies. Somebody was appointed to see that all lights were turned off when not in actual use. In less than two weeks gloom hung heavily upon the air. It was oppressive, ominous, threatening. You could actually sense it the moment you entered the building.

Next came thrice-a-week meetings of the salesmen. They were gloom-gatherings from the word go.

"Every time I come out from one of them," remarked a salesman, who was by instinct an optimist, "I have the feeling that the world is coming to an end; that business has been shot to pieces; that this country will have a bread-line in a little while."

"The boss strings out a long tale of woe at every meeting. He tells us how bad things are and what the firm is losing every week, as actually shown on the books. It's awful. I have a strong inclination to sneak off home and have a sob-sister seance with my wife. To hear him talk, you'd believe the old house was skidding straight for bankruptcy."

TROUBLES MAGNIFIED IN WHISPERING CAMPAIGN

Not long afterward the whisper went around that if "things didn't pick up there will be a reduction in salaries."

As a matter of fact, conditions were not so bad as painted. The institution had experienced six wonderfully successful years. It was well to the good. Its reserve was untouched. It was in a position to mark time, financially, until the skies cleared. And there was really no intention of cutting salaries.

This alarmist propaganda did deadly damage, however. It frightened the sales force. It made men timid about going out. They lost a

great deal of their former eagerness, pride, self-reliance. They took it all very seriously, this gloom thing.

Salesmen brooded over conditions at home. It was bad at both ends. They talked little in the office, and when they did talk, the themes were unpleasant, gloomy, discouraging.

The sales manager in this case was built of the right material. He saw what was happening. Even the best men on his payroll were crumbling. The poison was working. It threatened complete disruption of the staff.

There was an immediate conference with the head of the concern. "If you continue this whipped-and-beaten idea," said the sales manager, "I'll resign. It isn't fair to any one of us and it's quite unnecessary. I can't get results out of my men when you lecture them three times a week and remind them of how little they are doing."

A CONSTRUCTIVE CAMPAIGN OF OPTIMISM

Then he began a constructive programme.

He held the weekly meetings, but he never once spoke of "hard times" or of "business depression." On the contrary, he concentrated upon the prestige of the house, the prosperity that inevitably follows depression, the possibilities there are even in a hard market.

It was necessary to build a sort of new foundation of confidence, not only in the house, but in conditions and in themselves. More encouraging results were quick to follow.

One concern, heretofore famous for sales charts, office records, and visualized competition among salesmen, has abandoned these schemes. There is no need to "rub it in." When the diagrammatic office records began to put depression in picture form, the sales manager knew that they would do more harm than good.

Constantly reminding salesmen that they are slipping, that they are not doing so well as usual, is

about the poorest method of stimulating them. They know it in advance. They are face to face with a condition over which they have no personal control.

What they do require is encouragement and an atmosphere of optimism. We happened to overhear a conversation on a suburban train that was engrossing and has to do with this very situation.

Two young men were discussing business in general. Said one:

"I have to drive myself out mornings. I know things are bad and there are weeks when I do not earn my own salt. And our boss doesn't allow us to forget it."

"I'm glad I don't work at a place like that," said the other young man. "It's just the opposite with me. At our shop the executives are smiling through. I want to go to the office. I can't wait to get there mornings; as a matter of fact, I hear gloom on the streets, up in my home town, everywhere I go. But at the office there is nothing but sunshine. Our manager tells us that it simply means working harder, and with more earnestness than ever, and I can see why. But we don't have poor sales thrust into our faces. If we get one order a day they make heroes of us. I like my job. I'll stick there from this on, even if I was offered three times as much somewhere else. I like to know that I'm with a solid bunch and that they don't frighten the life out of you the minute there's a dull period."

If there is one time, more than another, when a sales force stands in need of a square-jawed, non-breakable type of management with super-optimism, it is when things are falling off. Pessimism is catching. It goes from one individual to another.

When an important executive appears to get the panicky "fright idea," it soon spreads through the sales organization. Faith is lost in the institution.

Here is a portion of a talk that was delivered to a group of fifty salesmen at an informal dinner.

f stim-
v it in
to face
ch they

is en-
osphere
ned to
on a
ngross-
is very

ussing
one:
If out
are bad
I do
nd our
o for-

t at a
other
ne op-
op the
ugh. I
I can't
; as a
om on
town,
e office
nshine.
it sim-
r, and
ever,
e don't
o our
a day
I like
m this
three
else. I
a solid
ighten
minute

e than
stands
non-
ement
when
mism
ne in-

ecutive
fright
gh the
s lost

k that
fifty
inner.

Marion S. C.
March 16, 1921

House & Garden Shipping Service

I am in receipt of your of-
fice in reply to my inquiry about the
"Book Crystal in October House & Garden"
I am enclosing check covering the
amount of the prices I want.

1 Bagel Goblets	E #	46.00
1 " Grapefruit	"	75.00
1 " Sugarbowl	"	50.00
1 " Sugarbowl	"	50.00
		\$ 221.00

Please have these
shipped immediately as I am going
on little dinner party next week,
at which I am planning to use

Read this!

We've scores of letters
of this character to
prove that House &
Garden's 80,000 read-
ers offer a market of
concentrated wealth
not reachable through
mass magazines.

House & Garden is a magazine for people who
look upon the creation and decoration of their
homes as an absorbing art—as a true expression
of their taste—as a revelation of their culture.

This conception of what a home should be im-
plies substantial bank accounts. If you're an
advertiser of good furniture, foodstuffs, auto-
mobiles or any other quality product, those
bank accounts represent your richest market.

House & Garden draws 80,000 of those bank
accounts together every month by appealing to
the one interest their owners have in common—
an interest in beautiful homes.

Shall we send you the July Small House Number?

House & Garden

WALTER W. MANN, Advertising Mgr.
19 West 44th Street, New York

Fred L. B. Foote, Western Mgr.
Wrigley Bldg., Chicago, Ill.

Just when the men began to feel that things were "looking black," an announcement was posted that a "feed" was scheduled for the following Saturday night at a certain popular café. A modest, although thoroughly enjoyable, meal was served.

"Bet this means a cut in salaries or the firing line," said one salesman to a friend.

"It's an easy way of letting us down," was the rejoinder.

But they were mistaken.

No mention whatsoever was made of business depression. Everybody was in a good humor. It was particularly noticeable in the case of the executives, who were all present.

The sales manager gave this little talk:

"Boys, some of our competitors are having a hard time to sell goods. Of course it isn't so easy as it used to be, but business has got to go on just the same, and some goods are being sold. I think we can slide over this rough spot with minimum difficulty. We don't expect the impossible. But we can keep the machinery in motion.

"It's a real opportunity for every one of us to test our mettle—to see what we're made of. And, in the long run, it will benefit us. The weak concerns will go out of business and we will have less competition. Keep your eyes open, study your men and your markets, work maybe a little harder. I have confidence in you."

That dinner was a huge success. The salesmen went back on Monday with a grim determination to get orders, come what may. And they did. They would have been far less likely to do it with pessimism and gloom in the air and the feeling that everybody at the office was in the doldrums. Gloom breeds gloom. Hope gives birth to hope.

It is highly necessary, in dull times, to notice the small records and sales of the force. Coddle men a bit, praise them, even when the order does not amount to much.

"I'll tell you what's a fact," observed a certain sales manager

who has held his crowd intact, and has managed to keep somewhere near normal, despite conditions. "For the last six months I have been compelled to talk more cheer and distribute more pats than I ever did in all my life.

"But then I know how conditions are. When a man comes in rather shamefacedly, after a day of work, with a frying-size order for this or that, I manage to drift around and thank him, congratulate him, make him feel it amounts to something, even if it is small.

"I know how hard orders are to get. The small one should be a big item in the eyes of the sales manager, and a salesman should not have to apologize because he is bringing in dimes where he once brought in dollars. I make as much fuss over a fifty-dollar order now as I once did over one that amounted to five thousand. I know it's necessary.

"And I mix more with my men. I never allow them to mull around in pessimism. I do not want them to feel that because they are not so busy as they might be, I lack interest in what they are doing. I hear their little stories, laugh away some of their grouches and disappointments. The sales manager's present responsibility is a big one."

There is placed each morning in one concern, on the main office bulletin board, all of the brighter business stories, the market reports that indicate a return to normal, the descriptions of bumper crops, the news of the opening up of industries that have been closed. It is astonishing how much of this material can be collected once a day and what a showing it makes on a bulletin. It tends to offset the gloomy reports.

Do not allow salesmen to "get the blues." It is the most damaging thrust at morale. And without hope, trust, belief in the firm, there can be no morale.

The Allentown, Pa., *Morning Call* and *Evening Item* have appointed Story, Brooks & Finley, Inc., as their national advertising representatives.

May 12, 1921

PRINTERS' INK

73

A Tribute to a Harry Levey Production

WILLIAM E. SCARBITT, JR.
ATTORNEY AT LAW
75 TREMONT STREET, BOSTON
TELEPHONE BATHURST 225

April 12, 1921.

Bryant G. Smith and Sons Company,
661 Beacon Street,
Boston, Massachusetts.

Gentlemen,

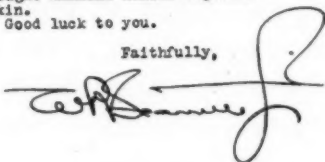
I have just seen "The Porcelain Lamp" and, while neither an art critic nor a technical expert, I wish to make some expression of appreciation.

This work is a veritable Symphony of science, for the various arts are here in all their harmony. The painting of the picture, the story of the engine, punctuated by the note of romance, dominate the mind, and the great lesson is learned by the eager listener.

Everyone should see this great surgeon of steel, as he skillfully dissects the vitals of that modern wonder, the automobile, and reveals to us the beating heart, the lungs, the veins and the very blood of the metal monster which has brought mankind nearer together and closer akin.

Good luck to you.

Faithfully,



**HARRY LEVEY
SERVICE CORPORATION**

*Producers and Distributors of
Industrial Educational Films*

Offices and Studios: 230-232 West 38th Street
NEW YORK CITY

CHICAGO OFFICE—923 POSTAL TELEGRAPH BUILDING

Business This Summer

75% of what it was in 1920 for the country as a whole; 85% of what it was in 1920 for Chicago

—Says Roger W. Babson

In this same bulletin Mr. Babson states that the total expenditure will be very close to \$125,000,000,000 for the months of June, July and August.

That business in Chicago should be better than in the country as a whole is not surprising. The diversity of Chicago's many industries and the position it occupies as the center of the richest agricultural region in the world places it in a position where periods of temporary business depression affect it but little. It is quick to respond to the proddings of prosperity. It is the *ideal* market—gigantic, diversified, responsive!

Chicago Herald

70% Sales on a Higher Priced Product

Just now the Herald and Examiner is merchandising a product which sells to both dealer and consumer at a price one-third higher than competitive products sell for. 181 other brands are being sold by Chicago dealers. Despite this fact, *seven* out of *ten* dealers interviewed are being sold the first week out! Adequate distribution will be secured before a line of advertising is published.

That such a feat is possible is due to two things: The plan that the Merchandising Department of the Herald and Examiner has perfected, and the dominant position that the Herald and Examiner occupies in Chicago.

Would you secure adequate distribution of your product in the Chicago market? Then write the Merchandising Department for an exposition of its plan. A request involves no obligation.

JOHN A. DICKSON,
General Manager

and Examiner



How they miss their opportunities in France!

The great Paris newspaper—*Le Petit Parisien*—has the largest circulation in the world, but little advertising, except toilet articles and secret remedies.

The *National Geographic Magazine* over here, an excellent advertising medium, was without advertising for years until advertisers woke up.

The outdoor publications carry only a small amount of advertising outside of things related to hunting and fishing.

And yet they are read with great care—advertising and all—by successful men who have plenty of wants, and plenty of money to gratify those wants.

If your sportsman pays \$300 to \$3000 to gratify a mere hobby, how much will he pay for his clothes, shoes, hats, collars, shaving things, smoker's gratifications, jewelry, motor-cars, office and home furniture, and his other wants?

How they miss their opportunities in France!

**FIELD
AND
STREAM**

**OUTERS'
RECREATION**

New York

Chicago

Salesmen and Advertising Work Best as a Team

What Has Happened to Oliver Typewriter Sales Plan

SMITH & FERRIS
LOS ANGELES.

Editor of PRINTERS' INK:

We are interested to know what has been the experience of the Oliver Typewriter Co. since they so largely reduced the price of their machine and have sold direct to the ultimate user rather than through the regular channels of trade.

If you have published anything heretofore bearing on this general subject, we should be glad to know when it appeared, and if you are in a position to put us in touch with any such information it would be appreciated.

SMITH & FERRIS,
O. L. FERRIS.

THE Oliver campaign, according to information obtained from authoritative trade sources, is going over very well indeed.

It will be recalled that a little more than four years ago the Oliver Typewriter Company in sensational advertisements in newspapers and other periodicals announced the disbanding of its sales force and the reduction of the price of the machine from \$100 to \$49. The explanation of this move as the copy put it at the time, was: "On each Oliver typewriter for which the user paid \$100, more than half has been spent for salaries, traveling expenses and commissions to an army of salesmen and agents. Thousands of dollars have been spent in maintaining expensive branch houses and show-rooms in many cities. Henceforth there will be no expensive sales force of 15,000 salesmen and agents. No high office rents in fifty cities, no idle stocks."

Apparently the company has stuck substantially to its plan. Increasing costs made it necessary to raise the price somewhat. It is now advertised at \$64. Strong mail-order copy still bears the brunt of the sales campaign. The idea of doing entirely without salesmen did not work out well. The company now employs a comparatively small staff of salesmen to supplement its advertising. It has, however, been able to get

along very nicely without the elaborate sales machinery that it formerly maintained.

The success of the campaign is attested by the fact that the drive has opened up a new market for a machine of this type. In addition to the regular office business, the intensified advertising that has been run has successfully scouted for new buyers among doctors, dentists, artists, small retailers, school teachers, clergymen and farmers.

THE REASON FOR SMALLER PRICES

The broadening of the market for a machine of that class, with the consequent increase in output, is, we believe the principal reason for the lowered price. Ordinarily the dismantling of a company's sales machinery does not make it possible to sell its product at a reduced price. No commercial concern can get along without using some of the instruments of selling. The less it tries to sell, the less business it will do and the higher its prices must inevitably go.

We think this explanation is important, because it does not seem as though advertising is being given enough credit for whatever success the Oliver people have won by their new policy. Too much emphasis is being placed on the abandonment of the selling paraphernalia as the reason for the success of the campaign. True enough, the company has given up much of its old sales machinery but it has substituted another selling instrumentality in the place of what has been abandoned. Advertising is the substitute. If the substitute method has proved a more efficient way of selling, it is entitled to all the credit. In other words if advertising is producing a sufficient volume of sales to make the Oliver business profitable it is clearly the instrumentality that makes the price possible.

Regardless of whether or not this campaign as at present conducted, is permanently successful, it has at least demonstrated two things. First, it has shown how the strong featuring of the price of a staple product will break down sales resistance and open up hitherto untouched markets. Second, it has exhibited how advertising and salesmen are each dependent on the other. They can each work alone, but they work much more economically as a team.

A number of companies are now experimenting with the plan of getting along without salesmen. Some of these experiments may succeed, but we believe that experience will show that bigger businesses have been built up and lower selling costs established where advertising and salesmen are jointly employed than where one or the other is asked to bear the entire burden of selling.—[Ed. PRINTERS' INK.]

New Directors for Hoyt's Service

At the annual meeting of Hoyt's Service, Inc., New York, two new members were elected to the board of directors: G. N. Wallace and H. R. Van Pelt. Mr. Wallace is head of the copy department. Mr. Van Pelt, who was formerly connected with the New York office, is now in charge of the Cleveland office. The other members of the board of directors are: Charles W. Hoyt, president, Ralph L. Talley, A. Smith and George L. Maurer.

The officers of the company remain as heretofore.

Robert F. Baldwin with Boston Agency

Robert F. Baldwin, formerly of the Lord & Thomas copy department, and for a number of years sales and advertising manager of the Frantz-Premier Company, predecessor of the Electric Vacuum Cleaner Company, has become a member of the service staff of the Wood, Putnam & Wood Co., Boston.

A Sign of Better Business

The Pennsylvania Railroad reported on May 4, 89,144 idle freight cars on its lines as against 96,000 on April 18—the peak. The Philadelphia & Reading Railroad had 6,500 idle freight cars, as compared with 8,400 on April 1. The Baltimore & Ohio had 16,500, as against 22,700 on April 4. The total decrease on the three lines was 14,956.

What Kind of Advertising Do Technical Men Like?

The results of a questionnaire sent by an advertising agency to a representative number of engineering and mining engineers give some interesting and instructive copy suggestions.

Among the replies summed up by the McGraw-Hill "Industrial Letter" are the following:

"I favor a series of advertisements devoted to different points and always a cut of a machine itself or striking features of this particular machine to cause the prospective customer to remember about it and where he saw the advertisement, so if in the future occasion arises that he wants the article, his brain will remind him where to look for it. This occurrence has happened to me frequently and I have ransacked back numbers to look it up."

"In general, my criticism of advertisements of technical equipment is their paucity of information as to approximate prices. I realize the difficulties, not only from changing commercial conditions, but from the multiplicity of types."

"Readers are usually requested to send for catalogues or booklets, and these are almost invariably equally silent on the subject of prices. Some approximation in the way of figures would be helpful."

"The aim seems to be to so dazzle the reader with the manifold advantages that the sordid question of the monetary consideration will be overlooked."

American Schoolmasters Consider Advertising

HARPER'S BAZAR

NEW YORK, April 29, 1921.

Editor of PRINTERS' INK:

I am very much interested in the contribution by Mr. Thomas Russell in the April 21 issue of PRINTERS' INK.

A group of schoolmasters in this country is right now seriously considering a project of this kind, and I have taken the liberty of calling their attention to your article.

If you should receive further information on this subject, but do not consider it of sufficient importance to publish, I shall be obliged if you will forward a copy to me, for I believe the data would be extremely helpful to the men who are fostering this movement in America.

KENNETH N. CHAMBERS,
Director, School Bureau.

Aetna Foundry Account with Youngstown Agency

The Aetna Foundry and Machine Company, of Warren, O., has placed its advertising account with The Frailey Advertising Company, of Youngstown, O. Its product, the Aetna auxiliary tin plate polishing machine, is to be advertised in business papers and by direct mail.

THOROUGHLY "BLANKETED" by ONE Great Medium

Take Cleveland, fourth in financial importance in the country—fifth in population—add to it the 2,000,000 population within the 100-mile trading area, with its attendant tremendous buying power, and you have a *great* market, thoroughly "blanketed" by *The Plain Dealer*.

A great medium, at *one* cost, reaching out into every corner of one of the country's richest, most thrifty, intensified sections—Northern Ohio. "Sure fire" results are obtained in this great market, when you send your message through

The Plain Dealer

First Newspaper of Cleveland and Ohio

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York City

Western Representatives
GLASS & IRVIN
1216 Wrigley Bldg., Chicago

Advertising to Overcome a Handicap Imposed by Revenue Laws

New Copy on Robt. Burns Cigar Seeks to Overcome the Penalty of Being Classified as "Domestic"

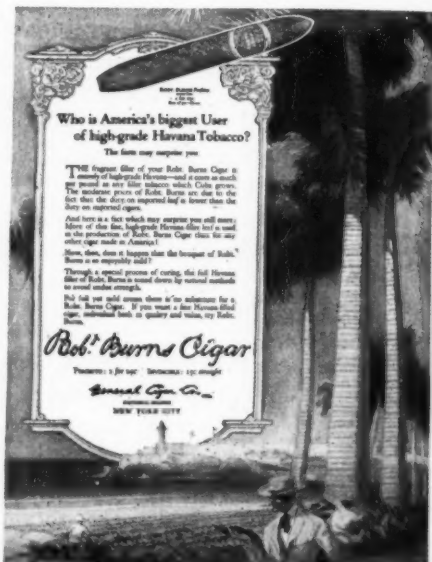
AFTER a half century of manufacturing and a quarter century of advertising, the true character of a product might reasonably be expected to be fairly well established with the buying public which consumes the product itself. That such is not always the case, however, is the conviction of the General Cigar Co., Inc., of New York, which manufactures Robt. Burns Cigars.

The latest Robt. Burns advertising has been planned to meet the necessity of counteracting a mistaken impression which the United States revenue laws have unwittingly brought about. According to the demands of the revenue authorities all cigars made in this country are classed as "domestic." Domestic cigars range all the way from the long-profit, unknown cigar selling at six cents, to cigars such as the Robt. Burns "Invincible," which retails at fifteen cents. The former may be made from scraps of the lowest grade of American tobaccos. Robt. Burns is made almost entirely of Havana, the single thickness of binder leaf being grown in Wisconsin, while the wrapper is imported from the island of Sumatra.

The term "domestic" has been in use for so many years that it has become very common indeed for smokers to say to the man behind the tobacco counter, "Give

me a good ten cent 'domestic.'"

According to Frank W. Harwood, advertising director of the General Cigar Co., Inc., the word "domestic" has given many smokers an inaccurate understanding of the cigar which they bought—



ILLUSTRATION, REDOLENT WITH TROPIC ATMOSPHERE, HELPS BACK UP CLAIM OF ROBT. BURNS CIGARS IN THE COPY

particularly if it happened to be a Robt. Burns. To the smoker, unfamiliar with the trade terms, "domestic" signifies not only that the cigar is made in the United States, but that the leaf of it is also grown in this country. Many smokers are surprised when told that Robt. Burns is made almost entirely of Havana tobacco. As a result of this misunderstanding, though many "domestic" cigars

"IT PAYS TO RUB AGAINST IT"



WILBURTH & NORMAN COMPANY
GRINDING MACHINERY

GRAND RAPIDS, MICHIGAN, U.S.A.

U. S. PATENT OFFICE
REGISTERED TRADE MARK
M. S. PATENT OFFICE
REGISTERED TRADE MARK
M. S. PATENT OFFICE
REGISTERED TRADE MARK

NEW YORK OFFICE
PUBLISHED BY THE
PUBLISHERS OF THE
PUBLISHERS OF THE
PUBLISHERS OF THE
PUBLISHERS OF THE

March 29, 1921

Abrasive Industry,
Cleveland,
Ohio.

Gentlemen:

Many years ago we started advertising because we knew our products were right and that they were backed with an efficient organization and with sound policies.

Naturally, our advertising has proved profitable because our advertising appeared only in a carefully selected list of publications.

Abrasive Industry is one of the publications we have great faith in, as is evidenced by our use each month of back cover position.

Very truly yours,

WILBURTH & NORMAN COMPANY

W. H. Norman
SEC'Y & GEN'L MANAGER.

WTD/CH

ABRASIVE INDUSTRY

A Penton Publication
Published monthly

Penton Building

Cleveland, U. S. A.

have grown rapidly in popularity, the smoker has been cautious about offering them or showing particular pride in them.

"Several years ago when we set out to advertise Robt. Burns in a large national way," says Mr. Harwood, "we made it a point to include in every advertisement a mention of the Havana filler used in Robt. Burns. In spite of this a great many men continue to call Robt. Burns a 'domestic.' Technically, of course, they are right. But we have felt that it was unfair to Robt. Burns to class it in this way along with the cheapest cigars.

"We propose now to clear up for all time the disadvantage which this trade term has worked on Robt. Burns. The new copy appeal is due to our determination to make it absolutely plain to the smoker that every leaf of the filler of Robt. Burns cigar is grown in Cuba and is as high in cost per pound as any filler leaf which comes from that island. At various times in the past we talked of workmanship, the Sumatra wrapper and other points about Robt. Burns. Now we are going to dwell exclusively on the high quality Havana filler leaf."

Mr. Harwood makes an interesting comparison between advertising Robt. Burns and an automobile. The engine is the heart of the car. An automobile manufacturer might produce a new car whose lines are conventional, but whose engine is novel in some respect. In that case the advertising of the car would get farther by dwelling almost exclusively on the superiority of the engine than by discussing other points of the car which are common to its competitors. This is exactly the strategy employed in the case of Robt. Burns advertising. The heart of the cigar—its filler—is being advertised almost to the exclusion of the other good points of the cigar. The copy is written in direct, newsy style.

Represents "Motor"

Albert B. Hunt has been made Southern advertising representative of *Motor*, New York.

The Real Advertising Asset

Austin L. Black, advertising manager of the Pacific Lumber Company, told the members of the Chicago Trade Press Association at their monthly luncheon some of the failings of sellers of business paper space.

Mr. Black, who had considerable experience in that field himself before going with the Pacific Lumber Company, declared that the strength of a business paper as an advertising medium depended more upon its editorial contents than upon its circulation.

"Representatives who solicit me," he said, "dwell much upon the wide territory their papers cover and some of them seem rather surprised when the matter of editorial contents comes up. I won't say they are not acquainted with their papers in an editorial way, but some of them certainly are not sold in that respect."

"To my mind circulation is by no means the whole thing to be considered in placing an advertisement. A strong publication that has real editorial merit, that will be read and studied by the people getting it, that is looked upon as an absolute last word authority in its field—this is the paper in which to advertise. When you can find one like that you don't need to worry about the circulation. It has circulation as a matter of course, but it is of the better type that really means something."

San Antonio Agency Changes Names

The Cadwallader Advertising Agency of San Antonio, Tex., has changed its name to Cadwallader & Coulter, a partnership composed of A. H. Cadwallader, Jr., Robert G. Coulter and Miss Violet Cannon. All three were previously with the San Antonio, Tex., *Light*.

The agency was known as the Associated Advertising Agency until it was purchased in August, 1920, by Mr. Cadwallader.

Automobile Industry Revives

Automotive Industries, in its May issue, reports a big revival in the automobile industry. It states that automobile shipments from fifty of the largest plants increased 27 per cent in April over March, approximating 64,900 cars. The Ford production for April was 91,370 cars, or more than 70 per cent of the business done in April, 1920, one of the best months the industry ever had."

Stanley Nowak with Hoyt's Service, Inc.

Stanley Nowak has taken over the management of the mechanical production department of Hoyt's Service, Inc. Mr. Nowak was formerly president and general manager of Gornay, Inc., New York, advertising agency, and prior to that was general manager of the *Irving Press*.

Asset
manager
y, told
Trade
monthly
sellers

ble ex-
before
Com-
of a
g me-
itorial

," he
le ter-
me of
n the
es up.
ainted
way,
t sold

y no-
dered
trong
torial
ed by
oked.
ority
which
one
about
as a
etter

ges

ency
i its
part-
der,
olet
usly

eso-
was
ad-

es

ay
to-
to-
he
in
00
ril
er
il,
is-

e
e-
d
w
o



Decrease in Advertising Rates

A reduction of 5% in the advertising rates of THE PEOPLE'S HOME JOURNAL is hereby announced, effective with the August 1921 issue.


We have decided to make this reduction with the idea of assisting manufacturers in making their advertising dollars go further and of co-operating with them in their effort to lower the cost of goods to the public.

The People's Home Journal
NEW YORK

For 36 Years the Magazine for Every Member of the Family



The Standard Engraving Co., New York



North-East-South-West

Covers ninety per cent. of the
entire textile manufacturing
industry in *every* section

The one National Medium
for America's Second Largest
Industry

"Selling to Textile Mills,"—
a booklet, free on request

*Charter Members of the Audit
Bureau of Circulations and the
Associated Business Papers, Inc.*

Textile World

NEW YORK





BOYCE
MOTOMETER

Big Men and MOTOR



MOTOR keeps in step with the rapid development of the gasoline vehicle.

It is instructive, and a well-edited magazine. It fills a real need in the automotive industry.

William Boyce

Advertising Finds Buyer for 27,000,-000 Pounds of Surplus Product

A Market Developed for Vast Quantity of Smokeless Cannon Powder for Which There Was No Known Commercial Use

By LeRoy P. Wight

HOW one piece of copy, run in a small list of technical papers, sold a veritable mountain of smokeless cannon powder for the War Department is unique enough to hold a place by itself in advertising successes. Truly it proves that even those who use advertising in their daily work little realize its full power or the

dispose of its problem so easily. An attempt to sell the powder had to be made.

A conference between War Department officials and the advertising counsellor's staff of the Associated Business Papers brought forth the suggestion that later resulted in the plan which sold the powder.

Discover a useful purpose for this powder and reap a rich reward-



To find a market for 27,000,000 pounds of smokeless cannon powder-

This is one of the most profitable conditions concerning the War Department today

Going to the specific purpose for which this powder was manufactured as known commercial uses are so limited that such a great quantity cannot be disposed of through the regular markets for powder

An Appeal to the Engineering Profession of America

The appeal through the business and technical press is for the purpose of selling out the individual or company who will purchase this powder and convert it into powder through the discovery of new uses in its present state, or the conversion, under the various elements available for commercial use.

A Suggestion to Chemical and Other Plant Executives

A conference among your engineers and chemists may disclose the method whereby this powder will find its regular commercial channels with profit to your company

The secret may be in the separation of the various elements and disposal of them in the chemical markets. Explosives can be manufactured in the mining or stone quarrying fields. There may be possibilities of its use in the manufacture of other kinds of powder, in the manufacture of fireworks, or in a fertilizing agent

Quick action is imperative in the War Department must dispose of this material at once. Negotiations for the purchase of all or any part of this powder should be conducted directly with the

ORDNANCE SALVAGE BOARD

From Building No. 1
200 and 202, N. W. Washington, D. C.
Telephone: 4-1111 and 4-1112
This office will accept orders for powder in quantities of 100,000 pounds or more.

27,000,000 Pounds
SMOKELESS CANNON POWDER
Cellulose and Cordite

To be sold by negotiation

Location of Cellulose Powder
Location of Cordite Powder

<p>Location of Cellulose Powder</p> <p>Quantity of Cellulose Powder</p> <p>Quantity of Cordite Powder</p>	<p>Location of Cordite Powder</p> <p>Quantity of Cellulose Powder</p> <p>Quantity of Cordite Powder</p>
---	---



WAR DEPARTMENT
"Ordnance Salvage Board"

THE ADVERTISEMENT THAT QUICKENED THE SALE OF 27,000,000 POUNDS OF SMOKELESS POWDER LEFT OVER FROM THE WAR

many ways it can be made to serve them.

As the copy which was used to sell this idea—and it was really an idea that was sold—plainly states, the disposal of this huge surplus of powder was one of the most serious selling problems ever faced by the War Department. One of the large powder companies facing a similar problem burned a good part of its smokeless powder surplus to save storage costs.

The War Department could not

Why not go to the engineers of America with the problem? In other words, let *them* discover uses for this powder, thereby helping the Government and at the same time reaping a reward for themselves?

An objection was first raised on the grounds that for the campaign to be successful, sufficient time must be allowed for uses to be discovered before any sales could be hoped for. An early sale date and an explanation in the copy

showing the imperative need for a quick disposal overcame this objection and it then became a question of how to reach every possible field in which uses might be discovered and prepare an appeal that would find a responsive chord in the mind of the reader. One medium in each field wherein a use might be discovered was chosen. In monthlies one issue was used, in weeklies two.

Not only was the powder sold—the entire 27,000,000 pounds to one company—but an equitable arrangement was made whereby the War Department received a certain sum for the powder on date of sale with the further stipulation that should the buyer rework the powder and resell it for use as smokeless powder the War Department is to receive 60 per cent of the net amount received.

It has become fairly common for an advertiser to ask the public for new uses for his product, but it is a decided novelty to sell 27,000,000 pounds in one lump by this method. It may suggest a way of disposing profitably of a by-product that is now considered to be wholly waste.

Half of Our Export Trade in 1920 Made Up of Ten Commodities

Nearly half of the eight billion dollar export trade of the United States in 1920 consisted of only ten commodities. Seven of these ten, constituting a third of the entire exports, exclusive of exports of foreign merchandise, were either foodstuffs or raw materials, according to the Foreign Commerce Department of the Chamber of Commerce in the United States.

What are these ten chief exports? Raw cotton, valued at over a billion dollars, led the list. Wheat, valued at just a little more than half the valuation of the cotton, was second. Heavy shipments of coal at high prices gave that commodity third place. Automobiles, valued at \$298,000,000, were fourth. Leaf tobacco was fifth. Cotton cloth, valued at \$238,000,000, was sixth. Wheat flour was seventh. Lubricating oil was eighth. Two hog products, bacon and lard, were ninth and tenth, respectively.

Joins Texas Papers

Harry D. Jersig has joined the trade extension department of the San Antonio, Tex., *Express and Evening News*.

John Beirne Represents Dowst in East

John Beirne has been appointed New York City representative for the Dowst Brothers Company of Chicago, publisher of the *National Taricab and Motor Bus Journal*, *National Laundry Journal* and *National Cleaner and Dyer*. Mr. Beirne formerly was merchandising counsellor for the White Company, of Cleveland, and later was connected with the McGraw-Hill Co., Inc., New York.

C. J. Watts Joins Detroit Advertisers Bureau

C. J. Watts, until recently Detroit representative for the Wilfred O. Floing Company, Chicago, has joined the sales staff of the Advertisers Bureau, Detroit. Prior to his connection with the Floing organization Mr. Watts was art director of the Meininger Studios, and was for four years with Green, Fulton, Cunningham Company, advertising agency.

Blackley with Nuera Paper Co.

William J. Blackley, formerly with the American Writing Paper Company as manager of the specialties section department of sales, has become general sales and publicity manager of the Nuera Paper Co., Inc., Hadley, N. Y. He has also been with the Niagara Paper Mills at Lockport, N. Y.

National Advertisers of Chicago Organize

The Chicago Advertising Council is organizing a National Advertisers' Division where advertisers of that type can meet and exchange experiences along an educational line. An open meeting will be held monthly at which there will be addresses and discussions.

"Candy Factory" New Publication

Emmett Boyles has announced the publication of a new confectionery journal which will be known as *Candy Factory*. The publication office will be at Chicago. Mr. Boyles is publisher of *Candy and Ice Cream* and *The Candy Jobber*.

With Ace Motor Truck Co.

Glen H. Biller, formerly advertising and sales manager of the Triangle Motor Truck Co., St. Johns, Mich., is now general manager of the Ace Motor Truck Co. plant, Cincinnati, O.

A. W. Cooley with Touzalin Agency

Arthur W. Cooley, formerly with Critchfield & Company, Chicago, has joined the selling staff of the Charles H. Touzalin Agency, Inc., of that city.

Both Jobbers and Retailers Want Advertised Brands

Retailers are ordering today only for their immediate use. A year ago they were buying six months or more in advance, owing to scarcity of goods and slowness of delivery. On a rising market it was good policy to get orders placed before the further advance in price took place. Today conditions are reversed and we have a buyers' market in which many lines are being sold at lower prices.

The fact, however, that goods are being *sold* indicates that more goods will have to be bought to take their place.

Retailers are reducing their stocks by carrying fewer lines than formerly. Instead of carrying three or four they are concentrating on one brand. Naturally they are concentrating on the advertised brands.

Buyers are discriminating, dealers are stocking fewer lines than formerly, and both are going to give preference to advertised brands.

The Manufacturer today must make the Consumer believe in his brand. Live jobbers and retailers buy the brands that they know are known to the consumer.

Whether their product is intended for this country's hard-headed business men, its ambitious young people, or its home-making mothers, manufacturers find that for covering Canada

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

offers circulation, plus prestige, plus buying power. It provides effective, profitable advertising at economical cost. It is the first publication to use, and the broad base upon which to build a successful campaign in this country.

*Rates, A.B.C. Data and
Sample Copies on Request*

THE MACLEAN PUBLISHING COMPANY, Limited

183 University Avenue, Toronto, Ontario

Branch Offices in Canada:
Montreal, Winnipeg, Vancouver

Great Britain:
88 Fleet St. E. C., London.

Branch Offices in U. S. A.:
New York—1606 St. James Bldg., 1133 Broadway.

Boston—734 Old South Building.
Chicago—403 Transportation Bldg., 608 So. Dearborn St.

No. 8—A little history of continuity advertising and results obtained therefrom. Published by permission of the advertiser.

TOCH BROTHERS

Makers of

Technical Paints, Varnishes, Colors & Enamels, Acid,
Alkali & Damp Proof Coatings, Chemicals

320 Fifth Avenue

New York, Jan. 5, 1921.

ASSOCIATION MEN,
Mr. A. P. Opdyke, Advertising Mgr.,
347 Madison Ave.,
New York City.

Gentlemen:

Acknowledging yours of December 30th, we are very glad to add our testimony to the value of Association Men. We have used this publication consistently for many years, with very gratifying results. We commend particularly the publication of the advance data sheets, which go to every advertiser, as such sheets furnish live leads.

Yours very truly,

TOCH BROTHERS.

ACR:MFC

These results are due to a combination of circulation value and the unique service we render our advertisers. Put this service behind your goods. Ask us about it.

ASSOCIATION MEN

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago

Advertising as Ammunition in Britain's Labor War

Labor, Capital and Government Compete with Each Other for Newspaper
and Poster Space

By Thomas Russell

London Correspondent of PRINTERS' INK

WHILE I write, a total stoppage of coal-mining paralyzes British manufactures, and coal is being hurried from America to light the people's domestic fireplaces. The strike is a three-cornered war, and such has been the demand for newspaper space for all three combatants that publishers have had hard work to provide it. The Prime Minister's speech on the subject has been printed as a small and rather illegible poster. At the Government camp, established in Hyde Park to insure London's food supply, a news-vendor was ejected for selling to soldiers an evening paper containing the advertisement of the strikers; but the matter was promptly brought up in the House of Commons and the officer responsible was removed.

It is difficult to present an account of the present notable use of advertising as a political weapon without some outline of the quarrel itself. During the war all mines were controlled by the Government, owners receiving a fixed profit based on former gains. The miners, as coal was a vital necessity, were able to enforce payment of much higher wages than before, and if it can hardly be disputed that they had been underpaid before the war, it is also true that their wages have been increased out of all proportion to the rise in cost of living. Since the armistice it has been complained that now miners could earn all they needed in a fraction of a week, they would not work full time. The men said at the time of the coal strike last year that this was not their fault. Equipment had been allowed to weaken, and there were

not enough vehicles to carry away the coal.

The Government had power to continue its control up to the end of August, but decided to let go on March 31. The coal owners simultaneously gave all their workers a week's notice of drastic cuts in wages, and the men walked out. The latter describe this as a lockout, not a strike. They were given notice to quit unless they would take lower pay. It is claimed that owners of poorer and less profitable mines seek to meet the competition of the richer ones at the expense of the workers. The men would like the mines nationalized, but they have successfully rebutted the claim that this was a strike for nationalization. What they do claim is that wages shall be settled on a national basis, not a local one. They want all coal profits pooled, and claim that wages should come before profits.

HOW THE STOPPAGE BEGAN

When the mine owners gave notice of the cut, they included the "safety-men." This was a tactical error. Safety-men are in charge of pumping gear and other maintenance work, without which the mines would be flooded, like the French mines in which the Germans destroyed this machinery. (When you hear it said that the French are oppressing the fallen foe by seizing German coal, don't forget that the French mines were deliberately and needlessly wrecked for the express purpose of killing French coal competition after the war.)

As soon as the notices expired, the safety-men walked out with their comrades, and the water poured into the mines—by the

hundred thousand gallons a minute in some places. The safety-men remained deaf to the hurried offer of the owners to leave their pay untouched, and when men were found to take over the work they forced them to keep off. It began to look as though the mines would be ruined.

Meantime the miners had published twelve-inch double-column advertisements in the dailies presenting their argument. One was addressed "To the Women of Britain" and ran as follows:

The Miners are not on strike—they are locked out!

The Miners' Wives are standing with the Miners.

They are watching their Children suffer.

WHY?

Because they have no alternative. If the Miners accept the Owners' terms many of them would bring home

35s. a Week.

Could you keep house for a family on that? Of course not—it is

Less than 15s. Pre-War
A Starvation Wage.

If you support the Owners and the Government you support Starvation!

Go to your own homes and
THINK IT OVER.

The owners came back with two full columns, showing weakness by appealing to the miners to discuss a national settlement, which previously the owners refused to talk about, offering to forego immediate profits, and stating that governmental control had left the industry bankrupt.

This does not support the claim of the men that the Government was fighting for the mine owners, instead of acting impartially, but neither does it agree with the facts. The slump in the coal trade is the result of the stoppage of export caused by two things—the impossibility of collecting the bills while the rate of exchange on the Continent is so low, and the competition of German coal, obtained by France under the treaty of Versailles. There are great stocks of coal at the pits and at gas-works, and the miners allege that the owners had this fact in mind when they provoked the struggle.

At this juncture two other great unions—the railway men's and the transport workers—took a hand

and announced that unless the Government and coal owners negotiated on the terms demanded by the miners, both would strike. This meant that all transportation of goods and persons would stop. London's workers would have to walk from the suburbs; there would be no cars, omnibuses or tube trains, and very few cabs.

Some labor men wanted to carry this farther. An anonymous announcement which the labor paper, the *Daily Herald*, ostentatiously ticketed "*Advt.*" occupied half a double column and ran (in part) as follows:

The Red Trade Union International.

Mining Workers, you are now in the midst of your struggle. Railwaymen and Transport Workers, to-night you are called upon to take your place beside the Miners. Engineers, Builders, and Cotton Operatives, your wages will be reduced, too, if the Miners lose. Workers, in every industry, it is

YOUR TURN NEXT!

The day of small struggles is over. To-day it is a national struggle and a world struggle.

The attack upon the workers is going on all over the world.

In America the employers have successfully made a cut of 25 per cent in wages ALL ROUND. In Germany the Allied Governments and the German Capitalists together are forcing longer hours and starvation wages upon the German Miner. In France the Government have launched their attack on the national Trade Union organization and have proclaimed it illegal.

A world struggle needs a world power to meet it.

The Red Trade Union International stands for this Union of the fighting workers of the world.

In the Red Trade Union International are the Trade Unions of Russia.

For three years they have successfully defied the power of Capitalism.

With them stand the class-conscious workers of every country.
WITH THEM YOU TOO CAN DEFY
THE POWER OF CAPITALISM
AND BRING IT TO AN END.

The two great transportation unions form, with the miners, what is known as the Triple Alliance, and number two and a half million men. If they ceased work the food of the people would be held up. Riots were likely and revolution not improbable. Lloyd George spoke on the subject, and had his speech placarded, a device

The New York Herald

IS the only New York morning newspaper showing a gain in advertising lineage over last year.

To show a gain this year over the tremendous volume of advertising in The Herald last year is a distinction that comes only to a newspaper that produces unusual results for its advertisers.

Following are gains and losses in advertising lineage in New York morning newspapers for the first four months of 1921, compared with the same period in 1920:

	GAIN	LOSS
HERALD	289,696	_____
TRIBUNE ...	_____	230,713
AMERICAN ..	_____	556,928
TIMES	_____	1,037,822
WORLD	_____	1,761,549

(Figures compiled by stat. bureau N. Y. Eve. Post.)

You will do a larger business when
The Herald is on YOUR schedule.

THE NEW YORK HERALD

borrowed from French parliamentary usage. When a French deputy makes an unusually weighty speech the Chamber decrees for it the honor of *affichage*—a rather ridiculous waste of money. Mr. George did not wait for the House to honor him thus, but printed his own poster—at the expense of the taxpayer.

The Government also used posters and newspaper space to enroll a national defense force, recalled all Army, Navy and Air reservists to the Colors, and published other announcements recommending economy in the use of coal.

STOPPING THE STRIKE

As the hour for the railway strike drew near, negotiations proceeded apace, but the miners refused to discuss anything without a national pool, and caustically pointed out that £250,000 a day spent on the Defense Force would have been better spent on continuing the control of the mines, making up the deficit as before control ceased.

At the last minute the two great unions urged the miners in vain to negotiate on an open basis. The miners refused, and thereupon the other unions withdrew their support—a step which does not make the action of these unions look so radical as it had seemed to some critics.

Peace is not yet in sight and the advertisements of both sides continue to appear. The shortage has also inspired a good deal of commercial advertising by manufacturers of oil stoves and fuel economizers.

E. W. Killgore with Victor Talking Machine Co.

E. W. Killgore, formerly in advertising and sales promotion work for the New York Telephone Company, is now representing the Victor Talking Machine Company in the Middle West. Mr. Killgore has also been with the sales organization of the Curtiss Aeroplane and Motor Corporation.

Eversharp in Canada

The Canadian advertising account for Eversharp pencils has been obtained by the Baker Advertising Agency, Toronto.

Automobile Sales in New York Increase 100 Per Cent in March

"March sales reports of automobile companies for the New York territory demonstrate how genuine and pronounced has been the revival of buying of motor cars," says the *Wall Street Journal*. "The grand total of all companies for the five counties comprising the so-called New York territory for March was approximately six times the January figures—well over twice February."

"It may be objected that this gain is seasonal. Unquestionably some portion of it is due to the approach of spring, but the fact is that this winter was abnormally 'open.' Automobile dealers regard the gains as significant of something more than the weather."

Following are official figures of sales results of the various automobile companies in New York district for the first three months of this year:

Car	Jan.	Feb.	Mar.
Buick	84	191	351
Studebaker	30	98	228
Dodge	23	63	246
Olds	13	67	151
Hudson	22	65	73
Chevrolet	18	44	85
Nash	3	27	88
Chandler	9	22	70
Maxwell	12	19	92
Paige	8	15	49
Reo	4	18	42
Oakland	4	18	38
Lexington	9	19	31
Essex	6	19	23
Hupp	2	9	36
Vellie	4	19	29
Dort	2	7	35
Overland	2	12	26
Willis-Knight	3	8	22
Cleveland	4	8	20
Haynes	3	6	19
Ford	169	579	1,085
Franklin	20	40	66
Cadillac	8	19	64
Peerless	7	18	42
Packard	3	20	28
Locomobile	12	9	23
Mercer	1	13	30
Liberty	4	9	17
H C S	2	2	6
Stutz	3	6	9
La Fayette	0	0	2
Lincoln	0	1	0
Cole	2	6	14
Pierce-Arrow	4	6	12
Stearns	4	4	7
Marmon	4	1	10
National	4	5	3
Scripps	2	1	7
Dupont	0	1	2
Saxon	0	1	3

Grand totals 571 1,568 3,304

Harris Joins King, Inc.

Edward H. Harris has resigned from *Fashion Art*, Chicago, and has become associated with Archie A. King, Inc. He will handle *Motion Picture*, *Motion Picture Classic* and *Shadowland* in the Western field, with headquarters in Chicago.

Think it over

It will cost you several times
as much to pick out 600,000
modern Priscillas* from the
readers of ordinary women's
magazines as it does to reach
that number through

Modern Priscilla B O S T O N

501 Fifth Ave.
NEW YORK

Peoples Gas Bldg.
CHICAGO

*PRISCILLA (*fem. noun*)
one who delights in her
home, good housekeeper.





For restful, zestful, glowing cleanliness, use Ivory Soap in the bath and then—
Put on a suit of underwear that has been washed with it.

Ivory Soap—99⁴⁴/₁₀₀ per cent. pure

The Procter & Gamble Co.

Fifteen Years

THE car card reproduced on the street-car advertising fifteen or the right is representative of the cars today.

These years have shown giant strides in commercial reproductive arts; a more understanding of the influences when rightly used, becomes a power

Whatever other circulations may station of street-car advertising, year keeping pace with the rapidly increasing advertisers for greater frequency and

STREET RAILWAYS

CENTRAL OFFICE
Borland Building, Chicago

HOMER
Candler Building

IVORY SOAP

The Seven Essentials —



Purity Fragrance
Mildness Quick lather
Whiteness Easy rinsing
It floats



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

Years Ago—Today

ed on the left is an interesting example of fifteen or sixteen years ago. The card on the of the same product as featured in the

iant strides in the development of the com-; a more serious study, an ever increasing uences individual to the car card—which, es a powerful and independent sales force.

as may stand still, or fall behind, the circula- ing, year by year, steadily forges ahead, ppidly increasing need of large trade-mark quency and volume of circulation.

ALWAYS ADVERTISING CO.

HOM OFFICE

andler Building, New York

WESTERN OFFICE

Monadnock Building, San Francisco



REG. U.S. PAT. OFFICE

Wanted: Advertising Manager

One already favorably employed; one who knows the mechanics of advertising as well as its other branches; to specify

O'FLAHERTY'S PEERLESS MATS

and make his job bigger, better and more secure. The use of Peerless Mats helps "show the boss."

*We also make quality
electrotypes and stereotypes*

**Made by O'FLAHERTY
225 West 39th St. New York.**

We Are Learning How to Pack Goods for Export

Popular Imagination Which Has
Thought of This Problem as One
of Simplicity Is Learning That a
Man Competent in This Line Is
One of Best Educated Individ-
uals in Export Trade

By C. C. Martin

Of the National Paper & Type Co.

NO matter how pleasing our terms, no matter how satisfactory our promises of delivery, no matter how eminently suitable our goods may be to the needs and individual standards of the foreign buyer, all of these factors are of relatively slight importance unless the shipment gets into the possession of the consignee in good shape so that he may place the merchandise on sale or in use after the long months of waiting. No exaggeration is present when we state that export packing, its sufficiency and its excellence, is a link in the chain of foreign trade which must be made of adequate and sterling value, if that chain is to do its work.

Hope and forethought to be of constructive value must be based upon knowledge, and we as American exporters can with confidence feel that the progress made in American exporting during the past few years will continue to be made and that in this matter of packing we shall do our part. For let it not be supposed that we cannot show names and examples in the roll of exporters that stand for the very finest sort of work in the matter of export packing.

The great volume of discord should not permit us to lose sight of the true harmony that is present, and we can point with pride to houses that have done, and are doing, all that could be expected either from the standpoint of experimentation or that of practice, in the matter of preparation of goods for overseas shipment.

Portion of address before the Cleveland Convention of the Foreign Trade Council.

Many examples could be cited of concerns that have neglected no opportunity to make their export package as sterling as the goods they contain; that have continually checked factory records with agents' and consignees' reports; that have employed the finest engineering talent for the purpose of designing and perfecting export packages; that have carried through lengthy tests in laboratories and in actual practice to determine weakness or strength of a particular container; that have shipped goods to foreign countries and shipped them back so that the factory itself might see the true condition of affairs; that have sent men of experience and ability to watch the shipment en route, to note everything that happened to it, so that knowledge of the matter might be perfected. We have developed export packing progress in many of our standard lines that could hardly be improved and we have the right to be proud and satisfied with much of the work that has been done.

No discussion of export packing would be complete without mention of the Forest Products Laboratory of Madison, Wis., for the work that the laboratory has done in experimentation and research has been of incalculable aid in the advancement of the science of export packing. During the war the laboratory saved the Government millions of dollars by redesigning packing cases for overseas shipments, and the co-operation the laboratory offers the public in the matter of solving packing problems cannot be too highly praised. All good friends of this branch of the Forest Service of the United States Department of Agriculture were more than pleased to receive a card from the director a few days ago stating that Congress had increased the laboratory appropriation some \$100,000. Truly a well-merited recognition of worth and accomplishment.

American Optical Account with Erickson Co.

The American Optical Co., Southbridge, Mass., has placed its account with the Erickson Co., Inc., New York.

CHIEFTAIN BOND

LOFT DRIED - TUB SIZED



CHIEFTAIN BOND

with its

"NEENAH QUALITY"

*and wide variety
of colors, sizes
and weights offers
exceptional advantages
for standardization.
"Satisfaction guaranteed."*

MANUFACTURED BY

NEENAH PAPER COMPANY

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

The Theatrical "Ad-Man" Tries to Kill Off a Superstition

Takes Big Space to Tell Why He Advertises

THE theatrical business has often been criticized for its lack of ability in advertising. Though the business touches the public intimately and though its product lends itself to all sorts of human interest copy and sound merchandising ideas, it has stuck pretty consistently to the old standing-card type of advertising. It is true that the moving pictures have come in with a new style, but the speaking stage as a whole has contented itself with the brief announcements of the place, the time, the price and the title—with the price all too often omitted. From the old days of Tody Hamilton and the Circus the stage has once in a while borrowed such phrases as "A bevy of beautiful girls," "A gorgeous galaxy of bliss," "Glistening stars." Very often even these, in big space, have had the mark of desperation about them, indicating that the play is proving to be none too popular.

Recently, however, a new kind of theatrical advertising made its appearance. The management of "The Right Girl," playing in New York, used ten inches double column on the theatrical page to tell why most theatres don't use bigger space. "A Superstition in the Show Shop" was the caption. Then it said, "There is an old superstition in the show business, persistently believed, that the difference in advertising a commercial product and a 'show' is this:

"Talk a lot about merchandise and they'll believe you. Talk about a show and the public will feel when you take a lot of space that the show's a failure, and you're screaming for help!

"Funny, but they believe it; just as most all of us have a superstition of one kind or another! So they buy small newspaper space from day to day, a little—but not much—larger on Sunday, then hop to the billboards, strong.

"Now, this Ad-man is not a

show-man; he's been telling the public about merchandise for fifteen years, and doesn't feel that way about it, and has a deep-rooted confidence in the public's judgment, so he's passing the superstition along to you, and giving you the facts with 'lots of space.'"

The "Ad-man who has been telling the public about merchandise for fifteen years" doesn't hesitate to be frank about his own merchandise in this unusual copy. Note the following:

"'The Right Girl' opened at the Times Square Theatre eight weeks ago!

"The 'critics' broke even; about half boosted, about half mildly 'knocked,' both of which were deserved."

Then, after stating that one thing the critics all agreed upon was that the music and the laughs were good, the advertiser went on to state that the management's confidence was absolute in the play and that it had worked to better the production.

After repeating that he had told the public about merchandise for years, the advertiser says, "Now you have the superstition and the facts. Also you are entitled to your theatrical ad." Then, set in the usual style of the rest of the advertisements on the page, appeared the same old standing card with the name of the theatre, the address, the star and the beautiful girls.

WHAT ALL SHOULD KNOW ABOUT PLAYS

Probably not one person out of ten who wants to see a particular play has read or remembers the criticism which came out the morning after opening night. The people want to know something more about the play for which they are going to put down their good money at the box office than merely who is in the cast and the name of the theatre. In telling of

the "superstition," a little something about the people back of the play, and then running the usual advertisement to show how picaresque it seems, "The Right Girl" has done the theatrical business a service. And some day a lawyer or an architect may decide that the news-column story about a big new building or a big law case is not sufficient. Some one of them may also take it into his head to tell about the superstition in his business and to use big space to do it. Using paid advertising to kill off superstitions about certain industries should prove a valuable thing for the industries in question.

The "Monthly's" Help to Business Men

THE GLOBE

NEW YORK, April 28, 1921.

Editor of Printers' Ink Monthly:

I am heartily glad to continue my subscription to *Printers' Ink Monthly*, just as I was glad to be one of its earliest subscribers.

There has long been a real need and consequently a real opportunity for a full-grown monthly advertising journal, edited along commonsense and practical lines indicating a knowledge of what advertising is, what is its relation to merchandising and where it fits in with our economic life.

The practice of advertising is characterized by so much ignorance, stupidity and dishonesty, that a frank and bold treatment of the whole subject in any advertising journal is bound to win the respect of at least the better business people of this country, in any wise interested in advertising.

You have made an excellent start. You are heading in the right direction and I predict, as I hope for you, a large measure of success.

RICHARD S. WOOD.

Goes with Honolulu "Star Bulletin"

Miss Agnes Louise Mayo, formerly advertising manager of Livingston Brothers, San Francisco, has joined the staff of the Honolulu *Star Bulletin*. Miss E. M. Eisenbrandt, formerly with the advertising service department of the Schmidt Lithograph Company, succeeds Miss Mayo with Livingston Brothers.

Made Space Buyer of Martin V. Kelley Agency

A. H. Black, who has been with The Martin V. Kelley Company at Toledo, O., for a number of years has been made space buyer of that agency.

Phonograph Stores Hold Guessing Contests

New Yorkers are again called upon to exercise their powers of observation and guessing proclivities in the latest craze of the day. This time it happens to be phonograph records, says the *New York Sun*.

From the Bronx down to South Ferry, from the East River to the North, the phonograph stores holding these "contests" may be found. Each store "features" a different record, hundreds of which are scattered in its windows. A phonograph in the store, equipped with a tone intensifier, plays the record continually, "jazzing" up the entire block. Posters give the name of the piece and conditions of the "contest." The public is also informed that "we have received a ton of these records." The prizes vary from \$15 to \$25.

All one has to do to be eligible for a prize is to purchase a record. He then receives a printed "guessing slip," which he fills out, giving his estimation of the number of records in the window. Persons with a mathematical turn of mind frequently stop before the window, note the arrangement of the uneven heaps and after several cryptic calculations in a notebook, pass on. They will return when they have figured out the answer.

British Advertiser Sells Stock Offering Quickly

Recently a column of space was bought in a London daily newspaper for a repeat advertisement of a stock prospectus of John Mackintosh & Sons, Ltd., makers of Mackintosh's Toffee. When the time came to supply copy, however, the issue had been oversubscribed within forty-eight hours of the original publication of the offering. Accordingly the manufacturers used the space to thank "the public and the trade for once again demonstrating their confidence in Mackintosh's Toffee de Luxe. . . . It will be our endeavor, as in the past, to justify such confidence both in the conduct of our business from a shareholder's point of view, and in the quality and superiority of the goods we manufacture."

The sale of Mackintosh's Toffee, which is termed the "National Sweetmeat," is said to be larger than any other confection in the world. The company has facilities for producing 50,000,000 pieces each week.

Pathé Turns Eclipse of Sun to Account

Last month, on the day of an eclipse of the sun in England, the makers of Pathé films sent sandwich men through the streets of London, each carrying small pieces of exposed film which were distributed to passersby. One-half of the film was black, while on the other half appeared these words:

"To view the eclipse look at the sun through the black portion of this film. With the compliments of 'Pathé Gazette,' April 8, 1921."

Hold

ed upon
ervation
e latest
it hap-
ls, says

h Ferry,
rth, the
e "con-
re "fea-
reds of
ows. A
ed with
ord con-
e block.
ece and
e public
received
prizes

le for a
le then
" which
of the
r. Per-
f mind
w, note
t heaps
ions in
return
answer.

Stock

bought
r a re-
spectus
makers
e time
e issue
forty-
tion of
factur-
public
emon-
ntosh's
ur en-
y such
of our
int of
riority

Toffee,
Sweet-
n any
The
ng 50,-

un to

eclipse
ers of
rough
rying
were
alf of
other

e sun
film.
Ga-



A view of the offices of the AMERICAN EXPORTER from the entrance, showing a part of our Foreign Trade Service—an important factor in helping manufacturers get export orders.

Manufacturers and merchants interested in export trade are cordially invited to visit the new offices of the AMERICAN EXPORTER.

A thousand American manufacturers are now benefiting by our Service, which includes:

- 1—World-wide publicity in separate monthly English, French, Portuguese and Spanish editions.
- 2—Assistance in formulating export policies.
- 3—Confidential Weekly Bulletins containing inquiries for American goods, together with names of visiting foreign buyers.
\$5,000,000 worth of orders placed the other day with AMERICAN EXPORTER advertisers.
Get particulars.
- 4—Research surveys of foreign market possibilities for any particular line.
- 5—Lists of foreign merchants.
- 6—Credit information on concerns overseas.
- 7—Translation of correspondence and catalogues at cost.

This is No. 2 of a series of actual photographs taken of our new home.

AMERICAN EXPORTER

The World's Largest Export Journal

PENN TERMINAL BLDG., 370 SEVENTH AVE., NEW YORK

The OKLAHOMA



1921 Will Be the Biggest Building Year in Oklahoma's History

Oklahoma needs houses—thousands of them—and hotels, office buildings, warehouses, schoolhouses, libraries, railway stations, general railroad construction, hard-surface roads, bridges, many government buildings—**EVERYTHING** in the building and construction line. And Oklahoma is not going to wait to build what she needs—she is going ahead this year—**NOW!** The population is growing too rapidly for her to wait. This means a splendid opportunity for manufacturers and distributors of all building lines—and all other lines as well.

MAKE EACH OF OKLAHOMA'S

MA DAILY LEAGUE

There's no question of Oklahoma's buying power. The only question is—how to get YOUR full share? And there's only one SURE way to do it—advertise **LOCALLY** in each of Oklahoma's principal market centers represented by the Oklahoma Daily League membership. There is no other way to reach economically a paying number of the people in these market centers in which three-fourths of Oklahoma's immense buying power is concentrated. Let us send you late market information on each of these important trade centers. Write today.

OKLAHOMA DAILY LEAGUE

Address: Tribune Bldg., Tulsa, Okla.

MEMBERS:

Bartlesville Examiner	McAlester News-Capital	Oklahoma News
Enid News	Muskogee Phoenix	Shawnee News
Lawton Constitution	Muskogee Times-Democrat	Tulsa Tribune
Lawton News		Tulsa World

SPECIAL REPRESENTATIVES:

The above Oklahoma Daily League newspapers are represented individually by the following "Specials":

John M. Branham Co.	Finucan & McClure	Payne, Burns & Smith
Bryant, Griffith & Brunson	Ford-Parsons Co.	Scripps Newspapers
Oscar G. Davies	E. Katz Agency	S. C. Thies Co.
Robert E. Douglas	G. Logan Payne Co.	Robert E. Ward
	Frank R. Northrup	Wm. D. Ward

MA'S RICH MARKETS PAY YOU



The right stock for your Price List

With prices of almost all commodities changing over night, you need to get out new price lists more frequently than ever before.

You want a paper of good quality, that won't cost too much. Ask your printer to use Hammermill Cover, and he'll be able to give you a job that will satisfy you in every way.

If you would like to see samples of Hammermill Cover, showing its various colors and finishes, write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broad-sides, Catalogs, and all
Direct-by-Mail Advertising*

Why Not Try English?

The Old Language Is Not Yet Crippled—Depends on the Copy Writer
Whether It Is a Virile Force or Otherwise

By Lester Markel

Assistant Managing Editor, The New York Tribune

IF I were to say to Mr. Henry Carburetor, who is a manufacturer of automobiles—

"Listen here, Mr. Carburetor, your advertising is all bunk. You're missing on five cylinders; your pipe-line is clogged; and your vacuum tank has gone woozy.

"You've got to jazz it up. Nix on Old Doc Webster. He's way behind the procession. Try some up-to-date lingo!

"Lemme go out and get a regular, rip-snortin', French-horny jazz band. I'll trek up to Broadway and Forty-second with the outfit, and when all the gazaboos line up to see what's what I'll give 'em a real spiel.

"I'll spill all the talk about that there boat of yours. No soft soap like the line of patter you're handin' out in your ads, but real stuff; stuff like this: 'Here you guys! Get on board the band wagon! Shell out for this great little bus! It packs a wallop!'

"I'll talk straight American to 'em. Nix on this new English. It's all wrong if you really wanna sell cars. Jazz it up!"

If, as I was remarking, I should address Mr. Carburetor in this fashion, he would in all probability call either for the Black Maria or for the Insane Asylum caboose. And his summons would be justified.

And yet is my proposal more startling, except in a certain degree, than that of Hobart Wiseman, who proposed in a recent issue of *PRINTERS' INK* that advertising copy be written no longer in English, but in "American," whatever that may be?

The language of the Bible and Chaucer and Shakespeare and H. G. Wells and Bernard Shaw and Robert Louis Stevenson and Joseph Conrad and Max Beerbohm is "our language only by inheritance" says Mr. Wiseman.

He would relegate it to the Limbo of Things That Are Gone Forever, together with the Pithecanthropus and the Good Old Days, because "grandfather's belongings have never felt comfortable on us. And neither has his language."

Where shall we go for the substitute? "It is to the sporting page that we must look for what is most flavorful, crisp and pungent in the use of the American language." There the reader will find "a vigor that would work a world of improvement in advertising copy if it be taken over bodily."

Let advertising, Mr. Wiseman pleads, be peppered and salted with the sporting vocabulary, with "fracas," "mêlée," "battle," "victory" and all the rest. Never throw anything; "slam," "hurl," "burn" or "fire" it; never hit anything; "crash," "bang" or "slam" it. In short, chuck, dump, slide or shove English overboard. Grab, clutch, hook or mitt "American."

ENGLISH VIGOROUS STILL

Certainly no one will quarrel with Mr. Wiseman in his plea for more vigor in writing. The essence of effective copy is its force, and nowhere does force in writing count for so much in dollars and cents as in advertising.

The great advance the English language has made in the last century has been won through this very vigor. In the days of the Victorians there were undoubtedly greater stylists than those of today, but surely, measured by standards of forces and strength, Victorian writing has been eclipsed. The result has been a huge popularization of important literature. The wide circle of readers who have plunged eagerly into Mr. Wells' *Outline of History* is sufficient evidence of that.

But is what Mr. Wiseman calls "American" the most vigorous vocabulary of the day? Do the American sporting pages represent the high mark of crispness and pungency in writing? Should advertising take over bodily the sporting dictionary?

My answer to all three questions is "No!"

There is a fundamental distinction between the task of the sporting writer and the task of the advertising man that Mr. Wiseman apparently fails to appreciate. The man who is describing a baseball game is concerned with narration. The man who is trying to persuade a host of readers to buy something or other is concerned with argument.

Narration should be dramatic, colorful, fiery. Argument should be calm, clear, convincing. The language and method of the first cannot possibly be the language and method of the second. The only quality the two have in common is vigor.

In the days of our more primitive life, certain "advertising men" tried to combine the two. The leather-lunged individual who used to sell patent medicines did it most effectively. His entrance with the magic bottle was preceded by a solo on the callopie and the antics of a fearful troupe of contortionists.

Then, to the muffling of drums, he appeared, like Moses coming down from Sinai with the Ten Commandments. Language gushed from his lips in terrifying eddies. It was narration, argument, description, all rolled into one huge breaker. And there were many swept up in the tidal wave.

But the public is wiser to-day. It looks before it leaps. It will not be stampeded. It insists that it shall be convinced before it buys.

Advertising to-day must state a number of facts—if it is good advertising these will be important facts—and state them in so logical a sequence that the reader will draw an inevitable conclusion and act upon it. It must turn its back irrevocably on dramatic narration.

It must have all the characteristics of sound argument—calmness, clearness, conviction.

This does not mean that vigor shall be exempted. On the other hand, it must be sought in all the highways and byways of the language, and when it is found it must be made to shoulder arms and march along. There are no conscientious objectors in the dictionary.

NOT FOR ADVERTISING,
MR. WISEMAN!

But the last place in the written world to find the vigor that is the life-blood of good advertising is on the sporting pages. There, lazy language is crowned and the sporting writers prostrate themselves before it. Locutions such as "bang," "slam" and "slug" and all the rest enumerated by Mr. Wiseman have been manhandled so often that their meaning has been worn off. There, if any place, are found knock-kneed words and flat-footed phrases.

Words cannot be strong if their significance has been whittled away through promiscuous use. The sporting writer slings language around without regard for its feelings. The same words—"biffs" and "bingles" and "smashes" and the other members of the family endorsed by Mr. Wiseman—recur thousands of times every year. They are staggering under the rain of body-blows; they are crying for the sponge.

If there is vigor left on the sporting page—and I do not deny it—it is the vigor of the events that are narrated and not the vigor of the narration. Now and then comes a writer who picks his way carefully through the forest of words, avoiding the stumps over which so many stumble, and plucking only sturdy boughs for his purpose. But the ordinary sporting reporter bats something less than 100 per cent on his typewriter.

Fortunately, Mr. Wiseman has given us an example of the way in which he would "take over bodily the vigor of the sporting page." He offers this piece of

What do you Expect *from* Your Printer?



Initiative

A SINGLE suggestion has often saved our clients hundreds of dollars.

Suggestions are the progeny of ripe experience—not necessarily of one man but of an organization. From plan to completion, Goldmann Service is constructive—helpful. Our suggestions are founded on the bed-rock of 45 years' experience and backed by comprehensive equipment.

The initiative of Goldmann Service can be put to work for you.

ISAAC GOLDMANN COMPANY

Printers Since Eighteen Seventy Six

EIGHTY LAFAYETTE STREET NEW YORK CITY

TELEPHONE FRANKLIN 4520



automobile advertising copy written in what he is pleased to call "American":

"Have you a rush call for the doctor? Have you a train to catch? You can start our roadster cold and in nine seconds be burning up the road. It will slam you over the hills, take bumps without a groan, ease down at a crossing at a lift of your toe and deliver you without a pant, as a gentleman should. Its engine carries reserve power. It packs a wallop!"

What is the picture the writer has drawn? "Burning up the road"—that suggests that before you have covered five miles you will need a new set of tires. "It will slam you over the hills"—that suggests that this roadster is ideal for a broncho-buster or a person with the sensibilities of a rhinoceros. "It packs a wallop"—that suggests that with two or more sets of herculean shock absorbers the riding might be endurable, if you have a strong constitution.

No, Mr. Wiseman, English is still our language. "American" is interesting as a phenomenon, but it is not convincing. And, if it is nothing else, even though it be ungrammatical, and even though it be stilted by the Victorian touch, advertising must be convincing.

Mr. Wells and Mr. Shaw, up to the moment of going to press, were writing English and doing pretty well with it. There is plenty of vigor in their output, and if it be somewhat over the heads of many readers of advertising, nevertheless it points the way to real strength of language. The Bible, too, despite the fact that it is not done in "American," retains a certain vogue.

If a great deal of the advertising copy written in English is lazy or tired copy, if it fails to convey its message and thus justify its existence, why curse out the whole English language? Why not try to write diligent and wide-awake copy—in English? Certainly the substitution of "American" will not help. That would mean only the exchange of one form of laziness for another which is less convincing.

There is a wealth of vigor left in the English language. But, like all rare things, it is not easily attained. Those who would achieve it must have a passion for words, a tender touch and a keen sense of sound.

Words cannot be drawn out of the dictionary as from a grab-bag. They must be panned out, like gold nuggets from a mess of placer.

Jesse H. Neal on "1921 Will Reward Fighters"

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., speaking before the Pittsburgh Advertising Club at luncheon on May 3, gave several new angles to a famous slogan.

"It is not true that just plain 'fighters' will win in 1921 or at any other time. Desk-pounding and arm-waving alone won't do. Courage and the fighting spirit by themselves do not win fights in business or on the battlefield.

"The white man hasn't licked the savage because of superior muscle or greater readiness to start a scrap. Not a bit of it! John Mayflower Pilgrim put Heap Big Indian on his back because of Superior Weapons. Wars are won by armament, not by fist-fights.

"So, too, has industrial progress been marked—not by the capacity for harder work—but by our development of specialized tools and machinery. What would we be to-day without the cotton-gin, the steam engine, the electric motor, the Bessemer process, the gas engine? Where would advertising be without the linotype?

"A workman is no better than his tools: his progress is limited by his tools—and his success is measured by his ability to choose his tools wisely and use them skilfully."

Buys Two Elmira, N. Y., Newspapers

Milo Shanks has retired as president of the Elmira, N. Y., *Advertiser*, a daily morning newspaper, and has sold the entire capital stock of the paper to Herman Suter and associates. Mr. Shanks had been president and owner for the last twelve years.

Mr. Suter and his associates have also purchased the *Sunday Telegram*, which has been owned and published by Harry Sayre Brooks for the last forty-two years.

J. H. Rudd in New England for McGraw-Hill

J. H. Rudd, formerly Chicago district manager of *Electric Railway Journal*, has been transferred to the New England territory of *Chemical and Metallurgical Engineering*. Both are publications of the McGraw-Hill Company, Inc., New York.

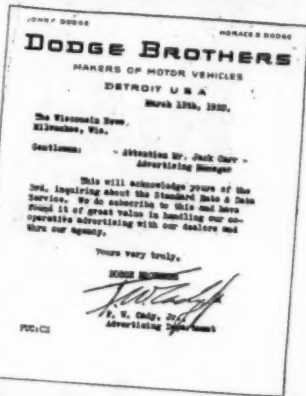
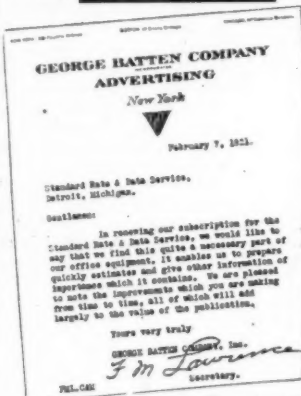
STANDARD RATE & DATA SERVICE

The National Authority

526 Fort Street West

Detroit, Michigan

The Recognized National Authority—



Any Authority to be accepted must be correct. When a majority accept that authority—it is then recognized. This recognition does not make it right—it was right first—that's what placed S. R. D. S. in the position it now holds—*The Recognized National Authority*. Get a copy; you will then understand also.

FREE for Ten Days In Your Hands

There is every reason now for having S. R. D. S. in your hands—it is essential to buy space intelligently now as never before. There is no obligation for 10 days. Fill in--tear out--mail--NOW.

Name

Firm Name

Address

City State

5/12/21



GOOD HARDWARE reaches every hardware dealer; every hardware jobber; every general store selling hardware; every hardware department, every housefurnishings department and every toy department of every department store in the country. Printers' Ink size—attractive, interesting and helpful—slipped in the pocket and taken home and read.

At Last!

A way to reach the entire Hardware trade with one publication at low cost

There is only one way to make certain that your advertising will reach every possible prospect in the country. That is by consistent use of advertising space in **GOOD HARDWARE** which has a net circulation to retailers and jobbers in excess of 47,500 as compared with 17,500, the next largest circulation in the hardware field.

Printers' Ink size—Slips in the pocket—Retailers take it home to read—A business publication that is really a national magazine—Staff of 500 traveling salesmen have checked up reader interest—Circulation to entire trade insured by syndicate of hardware jobbers. Rate per page per thousand stores one-half to one-sixth that of any other publication in the field.

Comparative Circulation of Seven Hardware Papers by States

Compiled from Reports Made by the Various Publications as of January, 1921

State	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Good Hardware
New England							
Maine	34	101	118	194	83	190	
New Hampshire	29	97	66	92	49	121	
Vermont	19	137	87	94	39	144	
Rhode Island	11	86	43	101	23	79	
Massachusetts	75	712	393	871	340	939	
Connecticut	42	201	232	327	151	215	
South Eastern							
Virginia	43	123	150	316	318	446	
West Virginia	49	17	107	198	...	798	
North Carolina	57	165	178	231	200	1185	
South Carolina	101	75	96	148	145	311	
Georgia	161	140	178	180	230	407	
Florida	75	211	92	108	155	242	
Alabama	160	80	74	119	171	224	
Mississippi	97	147	88	125	154	785	
Louisiana	160	94	189	66	137	201	
Tennessee	72	92	157	163	226	943	
Kentucky	151	115	177	228	438	1722	
Middle Atlantic							
New York	446	784	2413	1810	889	3513	
New Jersey	84	284	227	417	240	843	
Pennsylvania	694	832	871	1402	914	2383	
Delaware	49	108	30	37	12	64	
Maryland	82	88	93	168	72	548	
Dist. of Columbia	27	24	26	57	1	118	
Middle Western							
Ohio	583	740	957	957	1051	1122	
Indiana	407	670	571	491	538	1076	
Illinois	643	1375	628	1138	979	1362	
Michigan	430	551	578	505	735	1382	
Wisconsin	276	790	650	497	480	1179	
Minnesota	217	556	434	480	394	1246	
Iowa	480	827	650	671	640	810	
Missouri	504	621	362	451	542	657	
Arkansas	147	336	129	139	160	514	
South Western							
Texas	396	321	282	531	505	441	
Oklahoma	285	267	579	376	398	488	
New Mexico	122	82	31	46	51	11	
Arizona	108	54	47	38	63	...	
California	1231	256	461	580	594	116	
Western							
North Dakota	102	253	405	294	140	288	
South Dakota	102	276	111	211	170	250	
Washington	643	170	432	157	223	61	
Oregon	587	72	285	110	147	260	
Colorado	287	175	345	146	153	209	
Utah	369	74	41	22	37	...	
Nevada	97	65	23	19	24	...	
Wyoming	73	97	101	43	48	15	
Montana	394	121	232	132	195	...	
Idaho	272	129	157	89	95	...	
Nebraska	485	519	221	34	396	691	
Kansas	327	475	422	492	387	...	
TOTAL	9898	12,293	14,068	14,575	16,170	17,242	48,881
Rate per page per thousand...	5.45	4.07	4.97	8.57	7.42	5.38	2.72

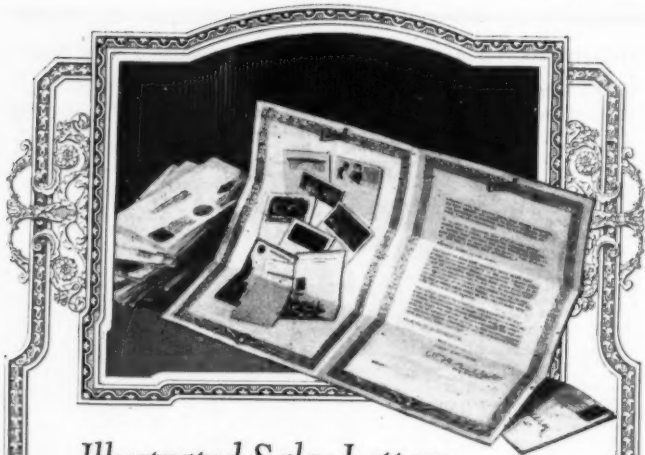
*Net circulation GOOD HARDWARE to retailers and jobbers for May issue in excess of 47,500.

Write or wire for complete information regarding GOOD HARDWARE, including key to statement given above, advertising rates, etc.

GOOD HARDWARE

TRADE DIVISION

The Butterick Publishing Company
Butterick Building, New York



Illustrated Sales Letters

ONE REASON so many illustrated letters have proven particularly effective is that they have been printed on Foldwell Coated Writing, the original "Four Page Letter" paper.

Invariably the recipient is impressed with the full merit of the product advertised—for there on these second and fourth pages it is strikingly illustrated while on the first and third the specific message is clearly typed.

Foldwell, as a multitude of manufacturers have learned, is essential to distinctive illustrated letter-

heads. With its surface, exquisite printing is made possible; with its strength, beauty is made permanent. And it is especially prepared for typewriter and pen and ink.

Many good ideas on individuality can be gained from our portfolio of Four Page Letters. Shall we send one to you?

CHICAGO PAPER COMPANY, Manufacturers
872 South Wells Street, Chicago

Distributors
in all
Principal Cities

Foldwell
TRADE MARK

Coated Book
Coated Cover
Coated Writing

What to Expect from a Foreign Advertising Appropriation

Deserves as Much Attention as the Domestic Appropriation and May Be Made to Accomplish Results Fully as Important

By A. B. Cole

Of the Westinghouse Electric International Company

BUILDING up a foreign trade is nothing more than creative selling.

The foreign field is looked upon by many as a mystery. Certain localisms influence the judgment out of all proportion, owing to the lack of an international mind. Because toast has never been used as a food in Japan is no proof that a market cannot be built up for electric toaster stoves—educational work may be necessary first.

Advertising in its true sense can be used, and will produce a predetermined result, provided proper analysis has been made of fields to be covered.

Like investing in anything, consideration must be given to the question, "Will the returns warrant the expense?" It is surprising what can be done with a limited appropriation—if care is taken to be sure every part is coordinated.

Human nature is very much the same the world over. Under the skin we are similar. There are certain appeals which apply to all of us and if these appeals ring with sincerity they are just as effective in Brazil as they are in China or the United States. Speaking of appeals, we mean those which affect the emotions—fear—comfort—gain—fright or pride.

Granted, the general physical conditions of a race must be considered. The so-called Latin does not like to be hurried, consequently "Pep-copy," lacking dignity, would not pull as well as good descriptive, sincerely logical copy. With, perhaps, the pride appeal. Of course, the copy would

depend upon the commodity and the locality.

If we consider the underlying emotions common to all, the problem of foreign trade is not nearly so complicated in its fundamentals. True, there is naturally, due to the wide field, a mass of detail, but this, after all, can be classified until it becomes mere routine.

If you have a product of merit, the thing to do is go out and sell it. First, find how great a resistance you have, perhaps using advertising to determine this; marshalling the means available so that each and every one does its full complement of work, eliminating everything that does not help in the plan. If it does not help, it is a hindrance.

ADVERTISING'S HONORABLE MISSION

Creative salesmanship, energized by the master force visualization, sells the goods. This is true, but visions, and products of the imagination while wonderful, are merely idle dreams until will-power and hard work put foundations under them, after which they become realities. And the tool with which to build the foundation of any business, whether it be a corner grocery or international company, in "character" is advertising. However, it must be employed with as much care and common sense as in the buying and selling of any commodity. Return on investment in advertising should be in proportion.

Customs change overnight; they are, after all, only the surface. Some ten years ago all the Chinese wore queues. They were gone almost overnight. The advisability of catering to customs should not be discounted; they are an entering wedge.

Portion of address before the Cleveland Convention of the National Foreign Trade Council.

We think of the customs of a country. We hear much of it these days, but, in the essence, what is selling anyway, but the changing of customs, the changing of another mind to conform with your ideas? It matters not whether the idea is good or bad.

There is one benefit that we must remember in relation to our foreign competitor, and that is the foreign house does not help his dealer move the goods off his shelves as we do. He does not feel obligated to furnish all the dealer helps that are prevalent among our up-to-the-minute advertising and sales organizations.

The Latin-American particularly is fast becoming cognizant with our business methods, and it is gratifying to say that they are being favorably received. If you can show a merchant how by better merchandising he can turn over his investments several times per year instead of once, he is not going to forget the favor and your advertising backed by such sales promotion efforts will more than pay you handsomely.

Above all, the foreign advertising appropriation should produce confidence in customers, stimulate consumer demand and keep goods sold.

Recording results from advertising is a real asset—is a key to the future progress in the development of foreign trade. The most efficient way is the card system, with a practical follow-up plan. The inquiry that you received six months ago may have cost you thirty-five cents or \$35. Perhaps it can be turned into a substantial order if you will review the hidden information within your business. I believe that the loss from neglect, improperly following up of prospects and improper handling of correspondence has cost our country millions of dollars and much prestige in foreign trade. You may have had a remarkable sales organization; the new era of things will demand that you become as familiar with the facilities of your agents and branches in Hong Kong, Buenos Aires, and Melbourne as in the instance of

your Chicago, Cleveland and New York organizations. An agent of a branch of a manufacturer abroad is an integral part of the successful advertising campaign.

The expression "foreign trade" covers a vast amount of territory and one is prone not to analyze intensively the changing conditions of the factors that make up the whole undertaking.

WHAT IS EXPECTED OF WESTERN ELECTRIC ADVERTISING

"What I May Expect From My Foreign Advertising Appropriations" is exactly the mission set forth by my company for establishing its policy.

1. We expect that the Westinghouse Electric International Company shall be known favorably throughout the world.

2. We expect that the foreign buyers of the commodities which we make shall know us to be a fair and honest house.

3. We expect that the salesmen representing us in foreign countries shall be proud of the fact that they are working for such a company as ours that is backing them up in every way possible in giving them the entrée in assisting them in sales, that the business in their territory be increased and that the great godsend to humanity, the uses of electricity, shall be known all over the world.

4. We expect the dealers and distributors who are handling Westinghouse products to be as proud as the agency for our goods as we are proud to have them for our agents.

5. We expect that every dollar that we are expending for foreign advertising to-day will be planting seed of such productivity that it will come back to us in manifold increased sales.

6. We expect the good word that we are spreading of our company and products shall last for all time to come, so that the name of the Westinghouse Electric International Company shall be the paragon for a good, fair company which sells the best kind of goods it knows how to make.

Our foreign organization op-



They Sell Faster!

That is an advantage which goods enjoy
when they are packed in

The Brooks Display Container (Patent)

This container embodies new and better
features in the art of effective display.
It is the last word in display containers.

We recommend this addition to your sales
equipment.

BROOKS BANK NOTE CO.

MANUFACTURERS

Lithographed Folding Boxes

Labels Window Display Advertising Office Stationery

Springfield, Mass.

New York
100 Hudson St.

Philadelphia
425 Sansom St.

Boston
114 State St.

erates through the arteries of all civilized countries of the globe, covering a wide range of products, 300,000, touching over 500 industries, thus including anything electrical from a giant railway locomotive to milady's curling iron and baby's milk-warmer.

We are offering engineering advice to many peoples on the earth. This is the world-wide vision that American manufacturers must inaugurate. It is this method of capitalizing the dollar that pays dividends. It is the contribution of this service that will give the world a more convenient "tomorrow."

It is this service that industry must render the world's commerce—one of the greatest missionaries for good, and the effort that you put forth in behalf of foreign trade is going to make you and your industry bigger to-morrow. And remember that international trade affects every fireside in our great country. It is one of the serious problems with which we are confronted. The great manufacturing institutions of this land realize it. They propose to render this universal service to the world, and it is only through service that any institution has the right to exist.

Business Men's Committee Report on Commerce Department

A short time ago Secretary of Commerce Hoover appointed a committee of business men from various representative industries to study and report on the reorganization of the Department of Commerce. Mr. Hoover has now made public the results of their studies, which are embodied in a letter to him. They state that they "are satisfied that the department has never been developed to the scope implied in the act, and to that extent it has fallen short of serving business as we think it should be served by this department of the Government."

"It is evident," the letter continues, "that, to this end, the Department of Commerce should embrace all of the non-regulatory bureaus relating directly to industry (as distinguished from agriculture) to trade and to transportation."

"We feel that the whole statistical activities of the Government relating to production, stocks, consumption and distribution and movement of the basic commodities, at least, excluding agriculture, should be concentrated in the Department of Commerce."

May Advertise New Trade-marked Condensed Milk

Advertising of branded condensed milk and evaporated milk is contemplated by the Rogers Milk Products Company, Inc., New York, which has been recently formed to take over the Rogers Milk Corporation.

The Rogers Milk Corporation with plants at Pulaski and Boonville, N. Y., has for some time manufactured sweetened and unsweetened milk and evaporated milk which has been sold to wholesalers who sold the products largely under their own private labels.

The officers of the Rogers Milk Products Company, Inc., the new company, are: Charles Rogers, president; A. C. Bragaw, vice-president, and F. C. Jerome, secretary-treasurer.

George S. Applegarth is advertising manager. Mr. Applegarth informs **PRINTERS' INK** that an advertising agency has not been selected.

Railway Advertising Warns of Coal Shortage

The Illinois Central Railroad Company is using newspaper advertising space to warn the public that a shortage in coal next winter will be inevitable unless dealers and consumers take advantage of the present opportunity to lay in fall and winter supplies. The advertising, which is signed by C. H. Markham, president of the road, says that coal mine operators are now in position to produce and the railroads are ready to move a large volume of coal. It declared, however, that little coal is being brought above ground for the simple reason that there is little demand for it. The advertising is being done in accordance with the Illinois Central's recently adopted policy of laying a broad publicity basis upon which to get future business.

"Metal Trades" Changes Name and Ownership

With the May issue of *Metal Trades*, San Francisco, the ownership passes from the Western Engineering Publishing Company to J. S. Hines, of that city, publisher of *Pacific Marine Review*.

The June issue will be the first edition under the new administration and the publication will appear under a new name, *Western Machinery World*.

Frank A. Stanley, who has been associated with *American Machinist* for a number of years, has been made editor-in-chief.

Wightman Agency Has New Technical Account

The advertising account of the Sharon Pressed Steel Co., Sharon, Pa., manufacturer of pressed steel auto and truck frames, industrial trucks, and specialties, has been placed with the advertising agency of Lucius I. Wightman, New York.

To save extra page expense

DO you know (that in addition to folding the book forms that can be made on other folders from standard-size sheets) the "Cleveland" makes it possible to produce without waste from standard-size sheets book forms of 10, 14, 18, 20, 22, 26, 28 and 30 pages—and to print and fold these forms as units?

No need now to waste money running 4, 8, or more pages than your copy actually requires — if your booklet is folded on a "Cleveland."

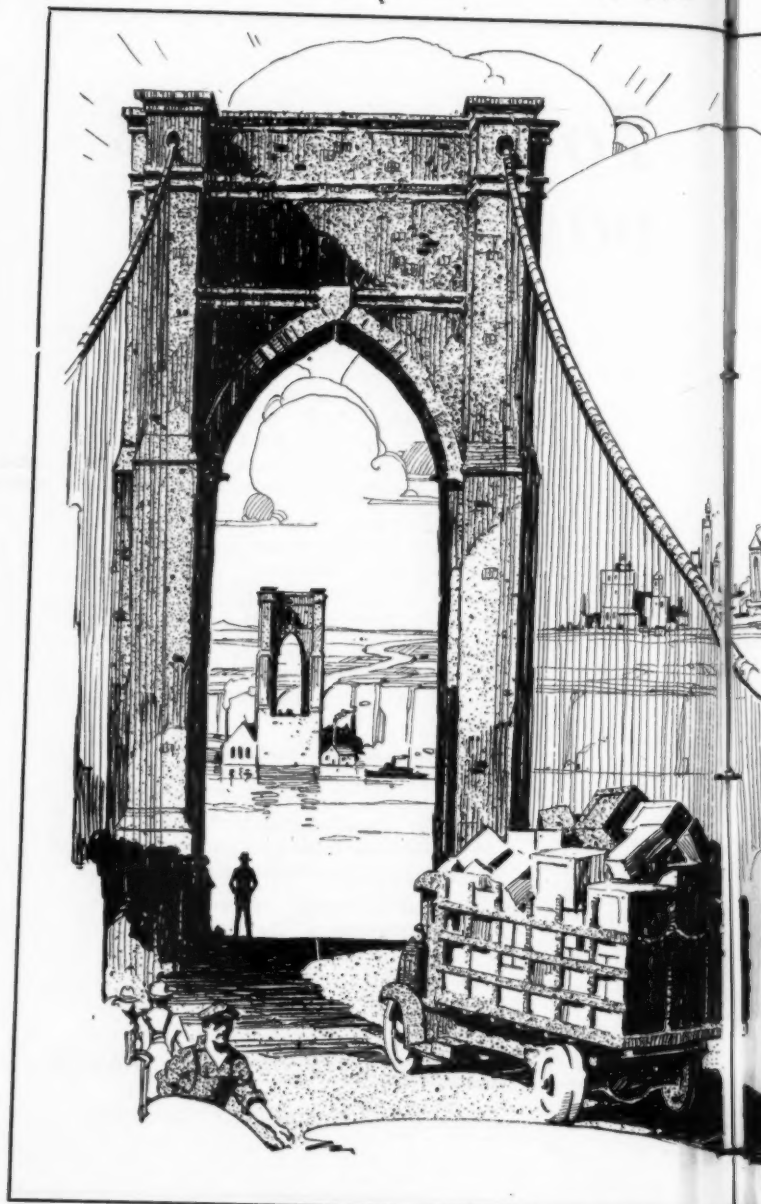
A "Cleveland" folds the above forms accurately and quickly, saving you the work of writing or "spreading" copy to fill extra and unnecessary pages.


Extra pages are necessary only when your printer has no "Cleveland"—the folder that makes (besides the so-called standard forms) 146 additional folds that can not be made on all other folders combined.

For your advantage, ask your printer for samples of "Cleveland" folds—or we'll send them direct, without charge, upon receipt of your request.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND





A Gap Which Must Be Bridged Now

THE road to market is now barred by a river of public indifference and inertia which can be bridged only by sales and advertising effort planned with unusual skill and executed with the utmost vigor.

Advertising for the sake of advertising is a luxury no longer permissible; art for the sake of art must also give way to illustrations which bridge the barrier between casual admiration and sales-compelling interest.

Advertisers are familiar with the high artistic excellence of Ethridge illustrations and the notable diversity of talent and technique the Ethridge Association of Artists places at their disposal.

The point which now demands special emphasis is that a selling idea is the basis upon which every Ethridge illustration rests; that the strongest possible presentation of that idea is, and always has been, the most valuable factor in the service rendered by the Ethridge organization.

In the conditions existing today the advertiser and advertising agent can ill afford to overlook the bridge which has carried so many national campaigns to a conspicuous success.

**The ETHRIDGE ASSN.
of ARTISTS**

NEW YORK STUDIOS:
25 East 26th Street

CHICAGO STUDIOS:
203 S. Dearborn Street

Advertises Oats by Oats Crop Contest

Iowa Manufacturer Offers Prizes to Farmer as Part of Plan to Obtain General Distribution—How to Interest People in City and Country Districts in Buying Case Lots

AS a means of getting distribution among farmers the Purity Oats Company, of Keokuk, Ia., has inaugurated an oats growing contest among the farmers of Iowa, Minnesota, Illinois, Wisconsin, Missouri, Nebraska and South Dakota.

Prizes ranging from \$500 down to \$10 will be given for the best five-pound average samples of white oats grown during the coming season. To be eligible the contestant must plant at least twenty acres of oats. This provision is made in order that production may be stimulated in the States from which the Purity Oats Company gains its supply.

Every farmer entering the contest is sent a coupon entitling him to a package of Purity rolled oats free. After attracting the interest of the farmer in this manner and getting him started to using the oats the company believes he can be gained as a steady customer.

Each advertisement in the farm papers contains a coupon on which the farmer can announce his entrance into the contest. The agricultural colleges in the States named will supply judges who will grade the grain and announce the prizes.

One interesting object behind the campaign is to bring about the sale of rolled oats to the farmer in case lots. This is a selling idea that has not received the attention it has deserved. Many food products can be sold in this way, as grocers in towns of all sizes are finding out.

Efforts to sell canned and package goods in case or dozen lots are now prominent parts of grocery advertising in city news-

papers. If the idea takes well in the city it should be all the more popular in the country. Manufacturers who encourage country grocers to push the sale of goods in case lots will experience a worth-while increase in output.

Industry Destroying Good-Will by Combinations and Conspiracies

Combinations in restraint of trade and conspiracies seeking to maintain artificial price levels are destroying public confidence in industry. Herbert Hoover, Secretary of Commerce, said in a speech before the United States Chamber of Commerce at Atlantic City, N. J. His message on this subject was in part as follows:

"The public is daily receiving conviction that combinations and conspiracies of all kinds exist in this industry to maintain fictitious levels—creating waste, extortionate profits, corruption of various sorts and kinds. The summation of these has been to destroy public confidence in a great degree.

"It seems to me that the Chambers of Commerce in the different cities and towns of the United States could well interest themselves in the solution of this problem, and if they were to further the movement already started of local conferences with the different branches of the construction industry—material, labor, contractors, together with bankers and other civic bodies representing the consumer—they might not only raise moral standards but also secure helpful economic action by such community movements.

"With the intelligence, productive power and resourcefulness of the American people, we will emerge from all this, but the rapidity with which we recover will depend upon the promptness with which we grasp and well understand the nature of our difficulties and upon the unity and energy of our action."

Publishers of Three Brooklyn Weeklies Incorporate

The organization publishing *The West End Journal*, *The Flatbush Advertiser*, and *The Coney Island Times*, at Brooklyn, N. Y., has been incorporated as the Stratton Publications, Incorporated. These publications are issued weekly. Edward Stratton is president. The other officers are L. C. Stratton and E. K. Stratton.

Meeting of Periodical Publishers Association

The annual meeting of the Periodical Publishers Association will be held at New York on June 15.

kes well in
all the more
y. Manu-
country
e of goods
perience a
output.

g Good-
ations
ies

nt of trade
to maintain
destroying pub-
y, Herbert
merce, said
ited States
atlantic City,
subject was

ving convic-
conspiracies
industry to
ating waste,
ion of va-
he summa-
destroy pub-
gree.

chambers of
cities and
could well
olution of
ere to fur-
started of
different
n industry
together
bodies rep-
might not
but also
n by such

productive
of the
erge from
ith which
upon the
grasp and
our diffi-
ad energy

brooklyn
ate

The West
Advertiser,
times, at
orporated
, Incor-
re issued
resident.
Stratton

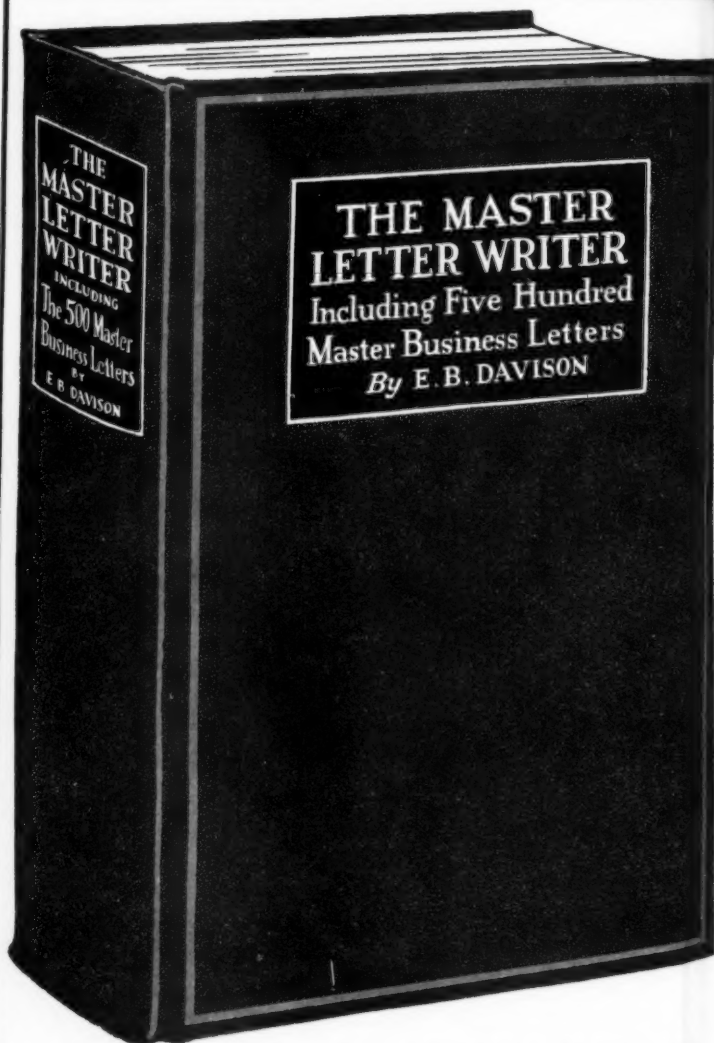
Pub-

eriodical
held at



It is not the circulation an advertisement gets that counts, but the amount of attention it commands. Among the fifty American advertisers who spend the most money, Hart, Schaffner & Marx, Cadillac car, A. B. Dick, Big Ben, Phoenix Hosiery and Oneida Community are not included.

Glen Buck
Advertising
Chicago



I have examined *The Master Letter Writer* by Ad-Man Davison, and would unhesitatingly advise every executive in America to buy a copy, and to recommend it as a sound investment for everyone of his staff who is expected to write letters that get results.—E. Virgil Neal, President, International Consolidated Chemical Corporation, N. Y.

Let me print this little tribute

please, to the Service-giving genius of the Isaac Goldmann plant, which handled our large edition of The Master Letter Writer just as though it didn't hurt at all.

That word service, by the way, has had a checkered career in many places, and oft one sees Efficiency unshaved and run down at the heels. But at Goldmann's you find the two actually at work with overalls on—for they live in the heart of the Deliveryman as well as the Big Boss. All hands are quick on the trigger at getting things done for the Customer.

And Conscience is one of their workmen. Promptitude, too, is on the payroll. So is Care. Likewise Courtesy. He's held his job for a long, long time. Here's to you, my friends, The Goldmann Company, printers since 1876,—and may the song of your presses never cease. For your ideals are made of the stuff that lives forever.



President
Opportunity Press, 681 Fifth Avenue, New York



*Business is good in
South Bend*



Beautiful Buildings Signify Prosperity



A million-dollar motion picture theater completed and playing to capacity houses, a vaudeville-cinema theater which will transform the appearance of a whole block well under construction, and a nine-story hotel and opera house well past the incorporation stage speak for the prosperity of the Northern Indiana-Southern Michigan Trade Territory, and the fact *Business is Good in South Bend.*

There are buyers for your product in South Bend and the vicinity covered by *Northern Indiana's only morning-evening-Sunday newspaper.*

Spring and summer promise thousands upon thousands of tourists over the Lincoln Highway, and from nearby resorts who will want those very things you manufacture, if you will only help us tell them where they can be purchased.

Advertise in South Bend because Business is Good in South Bend.

SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

W. R. ARMSTRONG, Advertising Manager

Foreign Representatives

CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

German Reparations and World Commerce

Prosperous World-wide Conditions Halt While Germany's Attitude toward Payment Remains Unchanged

By J. A. M. de Sanchez

Direction Générale des Services Français Aux Etats Unis

A HEALTHY world trade stands in the same relation to the prosperity and happiness of mankind that a healthy stomach does to the individual's general mental and physical condition. If any one of the delicate organs which are the component parts of both world trade and the human stomach become ever so slightly disordered, then the well-being of the whole body is instantly affected.

Now, world trade has been violently disordered by five years of war. The disorder is most evident at the center of disturbance—Europe; but the rest of the world—America, Asia and Oceania—is not unconscious of it. In all countries its cure is being sought. The proposed remedies range all the way from Bolshevism to reaction in politics; from primitive barter to vast credit schemes in economics.

In the United States these various remedies are examined, discussed and rejected as unsound, or accepted as susceptible of development by a very small percentage of the great number of manufacturers, business men and bankers whose concern it is that the best remedy should be found and applied.

This is particularly true in discussions of German reparation. Most American business men do not understand how dependent upon the settlement of the reparations problem is the return of a more healthy international trade condition. The acceptance by Germany of an equitable plan for making good the damage she wrought will not be immediately followed by a great era of world prosperity, but such acceptances will enable France, Italy and Bel-

gium and the new states of Central Europe to undertake their economic reorganization on an assured basis.

All of these countries are faced with reconstruction problems of extraordinary complexity. They must reconstruct thousands of factories and reinstall destroyed machinery; they must rebuild over 800,000 homes and furnish them; they must replenish fallen stocks of practically all essential raw materials and of an astonishingly lengthy and diversified list of manufactured goods. But they cannot undertake the purchase of these necessities, except very gradually, without definite assurance that the vast sums of money they must expend will be reimbursed. They therefore insist that Germany make reparations to the utmost of her ability to do so, and it is about Germany's "utmost" capacity of payment that all discussion of the reparations question centres.

THE SUBSTANCE OF THE ALLIES' DEMANDS

In January last the Allies presented to Germany a "bill" which, after mature and careful study, they had decided she could meet by making a reasonable effort. They did not claim that this bill represented Germany's utmost capacity for payment, nor that it would adequately recompense those who had suffered at Germany's hand. Under the terms of this bill Germany was required to pay:

\$500,000,000 gold per year for two years;
\$750,000,000 gold per year for three years;
\$1,000,000,000 gold per year for three years;

\$1,250,000,000 gold per year for three years;

\$1,500,000,000 gold per year for thirty-one years; a total of \$56,500,000,000.

In addition, the Allies placed a tax of 12 per cent for their benefit on German exports. The sums to accrue from this tax are, of course, indeterminate.

It is the Germans themselves who have supplied the Allies with the knowledge that the above bill could be paid. One of the most authoritative sources on Germany's economic power is Dr. Karl Helffrich, onetime managing director of the Deutsche Bank, later Minister of Finance and Vice-Chancellor of the German Empire. In 1914 Dr. Helffrich read a paper to the directors of the Deutsche Bank, analyzing with great care the condition of Germany's business and its probable future development. His conclusions are of great importance to us to-day, for, after making due allowances for the territorial cessions Germany was obliged to make under the Peace Treaties, cessions surrounded with alleviating clauses, they are the basis upon which an estimate of Germany's present economic strength can be made.

HAVE THESE RESOURCES EVAPORATED?

Dr. Helffrich traced with just pride the expansion of Germany's population in thirty years. He states that in 1914 it was 60 per cent larger than that of France and that it was increasing twelve times as fast. He explained that the greater density of population in Germany was not due to the domestic virtues of the Germans, but to the vast resources of the country which allowed rapidly increasing numbers to make a living. He made it obvious that Germany was naturally the richest country in Europe, being endowed with the most valuable and varied resources, notwithstanding the absence of a genial climate.

It was these extraordinarily valuable material and human resources which enabled the coun-

try rapidly to advance from poverty to vast wealth. From 1882 to 1907 machinery in use had increased its H. P. capacity from 2,000,000 to 8,000,000 H. P. In 1913, 36,000 industrial establishments, of which 400 alone employed 1,000,000 workmen, covered the country. In 1913 there was a total of \$6,000,000,000 invested in joint stock companies. Deposits in banks, industrial concerns and savings banks exceeded \$7,400,000,000. In one-quarter of a century these deposits had increased five and one-half times.

Agriculture had greatly progressed, due to the ever increasing use of fertilizers. German potash beds produced 11,000,000 tons of raw potash in 1912. Germany's production of wheat and rye was nearly double that of France. Her production of barley was three times as great; of oats twice as great; of potatoes four times as great. She produced three times as much sugar and her coal production was six and one-half times as great.

The country's building industries employed 1,500,000 men. Telegraphic, telephonic and postal communications had increased five times in twelve years and the railway systems had progressed from 42,000 to 62,000 kilometers, while the German merchant marine rose beyond 4,000,000 tons deadweight. Dr. Helffrich estimated the total revenue of the German people at \$12,200,000,000 in 1913.

Steinman Bucher, another noted German economist, placed Germany's national wealth in the same year at \$87,500,000,000, basing this figure on a computation of the value of movable property, of the value of land in cities and country, of German wealth invested in foreign securities, of railways belonging to different governments of the Empire, state mines, public buildings, canals, ports, etc., of ships and goods in transit, and of specie.

In this connection he wrote: "Formerly, we were told, the wealth of Germany amounted to \$50,000,000,000, that of France to \$50,000,000,000, and that of Great



The Chicago office of
Campbell-Ewald Com-
pany are moving to
1811 Mallers Building.

Our increased facilities
will enable us to more
efficiently serve those
who have manifested
their confidence in us.

CAMPBELL-EWALD COMPANY

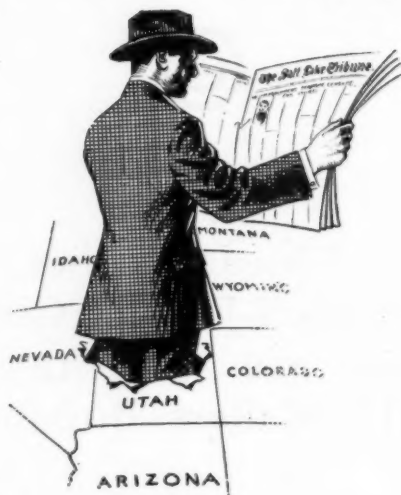
Advertising

CHICAGO

DETROIT

NEW YORK

A Regional Newspaper



Newspapers have been the organs of political parties, religious organizations, factions of various kinds.

But in the Salt Lake Tribune you have a newspaper which is the organ of an entire region—the intermountain west.

That is because it tells more news, gathered more thoroughly and over a wider area by far than any other newspaper in its field. It accurately reflects the whole region—how it works and how it plays, where it buys and where it sells, what it is planning and how fast it is developing. It speaks for the intermountain west—and, regardless of party or faction, the entire region listens and believes.

A paper holding this unique position among so many people—a population of more than three-quarters of a million—is an advertising medium of extraordinary value.

The Salt Lake Tribune.

Britain to \$60,000,000,000. To-day Germany's wealth comes to \$87,500,000,000, France's to \$60,000,000,000, and Great Britain's to \$90,000,000,000. In twenty years Germany will have a national wealth of \$150,000,000,000, which should compare with a wealth of \$80,000,000,000 in the case of France and of \$105,000,000,000 in the case of Great Britain."

The German group which most widely advertised these favorable facts in 1913 and in 1914 to-day is the most insistent in proclaiming Germany's economic ruin. To prove its contention, it points to the clauses of the Treaty of Versailles which force Germany to make territorial cessions and to turn over her merchant fleet to the Allies. It also seeks to draw the eyes of the world to the deplorable condition of the country's finances.

It is true that Germany has lost a portion of her wealth-producing resources owing to the war. Alsace-Lorraine she has lost permanently. The mines of these provinces furnished her in 1913 with 50 per cent of her iron ore, but she is now able to import whatever tonnage of ore she requires from France at no important advances over the prices she paid prior to 1914. As the potash production of Alsace was limited by law to 15 per cent of that of the German mines, Germany cannot say that she has suffered a great loss in this respect.

The coal basin of the Saar played a relatively unimportant rôle in Germany's industrial organization and the cession of this field may in any case be only temporary. The provinces in the East which Germany lost to Poland were rich agriculturally and will materially reduce Germany's agricultural power. However, they were not densely populated and there can be no question that Poland will find it advantageous to export to Germany the excess food products which these provinces produce; in fact, this was the case in 1920. Germany has not lost Upper Silesia, where important coal fields and the numerous

industrial establishments were situated. The plebiscite recently taken in this province showed that a majority of its inhabitants favored remaining under German rule, and while some compromise will probably be made which will cede the southern section of the province to Poland, Germany's economic power will not be materially reduced by such a loss of territory.

The territorial cessions which Germany was obliged to make deprived her of only about 5,000,000 population. Her powerful and unique geographical position, together with the configuration and favorable nature of her soil and her climate, cannot be taken away, and she will still possess the Ruhr coal field, which alone contains more coal than all the deposits in the United Kingdom. At the International Geographical Congress held in Canada in 1913, Germany's total coal resources, outside of Upper Silesia and the Saar Valley, were shown to be 227,440,000,000 tons, as against the total resources of the United Kingdom of 189,535,000,000 tons.

MONEY ENOUGH, UNTIL INDEMNITY IS MENTIONED

In Germany itself it is recognized that while the Peace Treaty may have retarded her future economic development somewhat, it will, in the long run, affect it but little. The German Government lately voted 400,000,000 gold marks for the construction of the Rhine-Elbe canal. Vast sums of money have been advanced for harnessing rivers which at present run to waste. Within the last year, huge deposits of lignite have been discovered and plans for their working have been drawn up and the necessary capital supplied. The Germans hope that by drainage and newly discovered irrigation methods they will be soon able to put under crop 2,500,000 more acres of land than are at present under cultivation. Further, it must not be forgotten that while practically all of the Allied countries suffered material damage due to invasion, Germany suf-

ferred not at all in this respect. If proof of this fact were necessary, Germany's favorable trade balance of \$100,000,000 gold in 1920 would be sufficient.

Germany points to her manpower loss as one of the causes of her impoverishment, but she lost fewer men in proportion than France, Russia and Poland. Further, before the war her conscript armies deprived her of 1,000,000 able-bodied men; under the Peace Treaty this number has been reduced to 100,000 men, a clear gain to Germany.

The finances of the German Republic are, indeed, in a deplorable condition; but the German people, as distinguished from the State, are in no distress, except that percentage which lives on fixed incomes—which has suffered severely. The majority of Germans are living in greater luxury now than they have ever done before. Gambling has become prevalent. In spite of this waste of money, the *Frankfurter Zeitung*, in one of its recent issues, stated that Germany's savings banks deposits increased in 1918 by 6,500,000,000 marks, by 4,500,000,000 marks in 1919, and by 6,259,000,000 marks in 1920. During these three years the working people of Germany set aside, at a normal rate of exchange, a sum of \$4,500,000,000 gold, and at the present rate of exchange a sum of over \$400,000,000 gold.

The German State itself is fast approaching bankruptcy, and it would seem that the German Government seeks this end. It has squandered money in an astounding manner. Since the armistice it has subsidized every conceivable scheme. It has distributed funds to assist unemployment and to cheapen food. It is running every department of the Government at a dead loss. In the last year the State railways showed a deficit of earnings over cost of 16,000,000,000 marks, at normal rates of exchange a sum larger than it cost to construct them. The German Post Office is faced with a deficit of 2,000,000,000 marks. In November of

last year a German newspaper estimated that the German Government maintained 2,000,000 officials, who, with their families, totaled one-eighth of the population of the country. In 1914 there were in the five Imperial Civil Service Administrations a little less than 5,500 employees; there are now 80,000. Before the war the German postal telegraph service employed 168,000 persons; to-day, for a country which has been reduced in size and population, it employs 205,000. In 1914 the State railroads employed slightly over 300,000 men and women either temporarily or permanently; they now employ 480,000; and yet Germany complains that she has neither wagons nor labor with which to transport coal from the Ruhr to France.

Germany claims that she is disarming, yet in her regular budget for 1920 she sets aside 2,500,000,000 marks for the upkeep of 100,000 men, and in the extraordinary budget she allocates a further 1,700,000,000 marks for the upkeep of additional forces. Before the war one German soldier cost 1,200 marks per annum to maintain; to-day the cost per man is placed at 25,000 marks per annum. Even allowing for the rise in the cost of living, for the loss in the value of the mark, and for the fact of a professional army, it is difficult to explain this increase.

An instance of State extravagance which borders on the ridiculous is the employment office established by the German Ministry of Labor, which itself employs 7,000 officials and clerks.

Of the vast sums provided for public expenditure by the German budget of 1920, less than 20 per cent was to be derived from taxation; and further, taxes collected do not nearly equal budget estimates. According to the League of Nations, Germany pays 12 per cent of her national income to the State in the form of taxes; the United States pays 8 per cent, Great Britain pays 27 per cent, and France pays 18 per cent. At the Spa Conference it was esti-



Complete Confidence

explains the proven responsiveness of our million young folks to the advertising columns of the TRIO.

"When I saw the advertisement in your papers I knew it was reliable"

—is the favorable introduction the advertiser gets into the homes of our million Boys and Girls, with their tremendous Buying-influence. The advantage is two-fold; in immediate results, and in guaranteeing your future market.

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Now Under One Roof

IN the interests of efficiency and economy, we have brought our Executive Offices, Art Department and Lithograph Plant under one roof, leasing additional space in

THE BUSH BUILDING 327 EAST 29th STREET

The closer union of these Departments is calculated to greatly increase our production under a minimum overhead, while at the same time raise still higher the standard of Einson Quality Lithography.

We are specialists in Display Lithography—creating, from idea to finished product, Window Displays, Counter Displays, Cut Outs, Hangers, Cartons, Car Cards, Posters—every kind of lithographed material to help the dealer sell more goods.

*Call us in for an Idea
or an Estimate.*

EINSON LITHO

INCORPORATED

OFFICES, STUDIOS AND PLANT
327 East 29th Street

NEW YORK

mated by the Allied experts—and in this point the German experts agreed with them—that the Germans, by increasing their taxes on wines, spirituous liquors and beers, in equal proportion to those paid in Great Britain, would derive additional income equal to 800,000,000 marks gold. The United States, Great Britain, France and Italy have enormously increased the taxation their peoples must bear since 1914. Germany has not increased hers in any like proportion. Germany has met her public expenditures by printing paper marks. The circulation of the Reichs Bank, which was 26,700,000,000 marks on October 21, 1918, is now in the neighborhood of 85,000,000,000 marks. Germany's floating debt, which was 48,000,000,000 marks on September 30, 1918, now totals more than 205,000,000,000 marks.

It is, of course, not expected that Germany can make the reparations payments entirely in gold; but if she is willing to do so she can meet all of the sums demanded by paying in labor, in goods, in raw materials, and to a certain extent in gold. She can make payments in labor by undertaking certain types of reconstruction work herself; in raw products by supplying certain of the materials necessary to this work which are not produced in sufficient quantities in France, in Italy and in Belgium, and by supplying these countries with coal, lignite, potash, etc. She can make payments in those goods which her creditors require and which they do not themselves manufacture in sufficient quantity to meet their needs. She can make payments in gold, or its equivalent, through energetically compressing her public expenditures, through raising taxation, and through a general ordering of governmental finance. In her refusal to meet the just demands made by the Allies, Germany should not forget that in the spring of 1918 she herself stated that she would collect indemnities from vanquished France, England and Italy by seizing the coal, iron and oil resources of

these countries, and by retaining and working these to her profit. Now, the mineral resources of this kind contained within the bounds of the present German Republic are equal in value to \$1,183,394,000,000. Germany has herself created an important precedent for the use of such resources to assure reparation payments.

The Germans know that an important part of the work of reconstruction has already been finished in France, Italy and Belgium. They therefore hope to evade payments in labor and raw materials. This is a vain hope. If a steel plant in eastern France, destroyed by the Germans, has since been rebuilt by France, Germany can use her men and materials to build a new steel plant in some other neighborhood. With Alsace-Lorraine again French, France has need of many new blast furnaces. The Germans deliberately retarded the development of French Lorraine before the war; there is an ironic justice in her being made to help develop it now as part of her reparations payment. Germany destroyed real wealth; she can repair this wrong most logically by re-creating real wealth, in what neighborhood is a matter of detail.

The reparations problem resolves itself in its final analysis into a question not of Germany's ability to pay, but of Germany's will to pay. The events of the past two weeks ought to have helped to make this fact clear beyond doubt. It is now obviously untrue that Germany's will to pay reparations is made abortive by her inability to do so.

The creation in Germany of a sentiment in favor of paying, in so far as she is able to do so, for the damage she wrought is therefore the task which faces the Allies. Until it has been accomplished the economic resources of Germany will lay idle; when it has been accomplished, and not until then, can the world look forward to a return of normal international trade relations and of general prosperity.

Using Pictures to Tell a Long Copy Story

How an Involved Advertising Message Was Flashed to the Reader with a Group of Small Illustrations

IT is not always possible to tell a long story in a few words. There is a ghost that haunts every writer of copy—the little demon of gloom who stays out of sight until the beautiful message is all written, and then struts forth and intones the dismal words in the copy writer's ear—"Too long! Nobody will read it."

"When words fail, try pictures," says Edwin L. Andrew, of the Westinghouse Electric and Manufacturing Co., pointing to a two-page advertisement of his company that appeared in a recent issue of a popular periodical.

The left-hand page is a large illustration of a central power plant, coal cars in the foreground, the big plant in the background, all enclosed in a heavy black circle that laps over on the right-hand page and connects the two. The right-hand page is taken up with twelve small illustrations, arranged in four rows, three pictures in a row. Above the group is the caption, "Your Electric Light and Power Company Produces and Distributes Community Current." Then comes the first row of three pictures, beneath which the sub-caption, "For Light," makes the story clear.

The second row of three pictures—"For Heat"—is followed by three more "For Power," and these by three more "For Service," after which the line—"And It's on the Job Twenty-four Hours Every Day," is set just over the heavy signature—"Westinghouse."

No copy at all, just six captions; and a story that would require hundreds of words in the telling, is told at a glance.

Now let the reader look at the exhibit and consider how effectively pictures take the place of words in this instance and how far the principle may be applied to the reader's own problem. Words have one advantage. When well

chosen and effectively arranged they guide a reader's thought along exact lines. Pictures do not do that, but rather allow the observer to put his own meaning into them. A picture may mean different things to different observers. Sometimes this may work out disadvantageously. Again it frequently works out with great advantage. With this in mind, each one must make use of words or pictures according to the requirements of the case in each instance.

THE SITUATION REVIEWED

Here is the story: In PRINTERS' INK of February 10, 1921, there was described the comprehensive and generous campaign of the electrical interests, under the guidance of the National Electric Light Association. In that article the present plight of the central station was referred to: a situation wherein the electric light and power companies of the United States find themselves called upon to supply 1921 service at 1914 prices, in spite of the fact that 1921 service must be maintained at 1921 costs, which have increased just as much for the companies which manufacture electric current for our consumption as they have for you and me. The same increase in coal prices which makes us so wrathful when we lay in our winter's supply also applies to the central station operator. His labor costs and all his other costs have gone up in the same proportion as have the costs for similar material used by other concerns and individuals.

On the other hand, because they come under the head of "Public Utilities," the light and power company owners find it impossible upon their initiative to raise rates to a point where the increase in gross income keeps pace with the increase in production costs, over

COOK'S

PAINT AND VARNISH PRODUCTS

Character
in Roofs

Use Cook's Shingle Stain



COOK PAINT & VARNISH COMPANY
KANSAS CITY, MO.

COOK'S

PAINT AND VARNISH PRODUCTS

Please
Enamel
Use

Use Enamel on a variety of surfaces. Enamel is a hard, durable, and beautiful finish for all kinds of wood and metal. It is easy to apply and dries quickly. It is the best finish for all kinds of surfaces.

Use Cook's Enamel



COOK PAINT & VARNISH COMPANY
KANSAS CITY, MO.

Best for

C
PAINT
C
PAINT
C
PAINT
C
PAINT
C
PAINT

Cook's Paint Boy is denied flesh and blood ancestry. He sprang from the union of an idea and an artist's trained finger tips. Yet this pen and ink youngster has personality and a happy knack of keeping his name fresh in the memory of paint buyers.

Smilingly he appears in every Cook advertisement. Cheerfully he paints anything—skyscraper or the little wren house in the crabapple tree. And he sells lots of Cook's Paint and Varnish Products.

The Potts-Turnbull Company will be glad to help your sales also through the use of distinctive advertising.

POTTS-TURNBULL COMPANY
Advertising—KANSAS CITY-CHICAGO-OMAHA



Best for Wear and Weather

and Weather



Wear and Weather



Wear and Weather



Wear and Weather



Wear and Weather

OK'S
VARNISH PRODUCTS

City Beautiful!

The Right Paint to Use.



Cook's Paint and Varnish Products demand from the consumer. They are the best and most durable. They are the only products that give you the best results.



*Asked the secret of
his success in re-
peatedly conquering
armies twice as
large as his own,
Napoleon replied,
"I divide and
attack!"*

The Divisional Method of Sales Attack

"Divide—and attack!" As a military measure it won for Napoleon. As a merchandising measure it will win for you!

"Divide—and attack!" It is the doctrine of the day. Conquer the world, if you will. Get your goods on all of the counters of Christendom. Spread your name and your fame to every city, town and hamlet. Make your product, or service, the dominant factor in the field.

But do it *a step at a time!* And be sure that each step is in the *right* direction. Cut out the guess-work and the gamble. Know just where you are going before you start. Divide your market into easily handled sections—and attack *intensively*.

With the Divisional Method of Sales Attack it is not only possible—it is decidedly practical. To a few sales executives who wish to build distribution on the solid foundation of proved facts, we offer this tested merchandising plan.

Let us tell you, without obligation, what the Divisional Method of Sales Attack can accomplish for you in *your* business.

THE DIRECT ADVERTISING CORPORATION

W. E. HENKEL, *Chairman of the Board*

BURTON BIGELOW, *President*

A. J. RANDALL, *Secretary*

MAXWELL DROKE, *Vice-President*

B. G. SALTZGABER, *Treasurer*

529-B NORTH CAPITOL AVENUE, INDIANAPOLIS, INDIANA

which obviously they have no control. They are therefore between the historic devil and the equally historic deep blue sea. Costs, on the one hand, are fixed by price conditions over which they have no control. Income, on the other hand, is fixed more or less arbitrarily by a group of men known in most States as the Public Utility Commission, and what is more to the point, they were, for the most part, fixed some years ago.

All of which is very interesting, but wherein doth the public interest lie? Arguing the question according to the familiar formula of *reductio ad absurdum*, imagine for yourself the electric light and power company as suddenly removed from your own town or city, and without imagining very strenuously, it becomes evident that your city would be at an absolute standstill from a business, social, even a living standpoint. This unfortunate condition is one that the cities of the United States face, some of them immediately, unless the plight of these central stations is immediately relieved. For the past few years the central stations have found it necessary to use practically all their gross revenue for operating expenses, and even some of the replacements made necessary by depreciation have had to be neglected.

But that is not the worst of it. Every city in the country is growing, so the last census tells us. Growth in population means industrial growth. This industrial growth, plus the growth in the number of homes, added to the facts that the use of electricity in homes already wired, is increasing, that the number of old homes being wired is increasing, and that the use of current in factories previously using antiquated forms of power, is increasing, makes the demands upon the electric light and power companies larger than they can accommodate with the equipment they now have, and they are faced with the necessity of finding money to finance additions to their plants. The investing public naturally refuses to support an industry whose income was fixed

in the dim, dark ages when a dollar was a dollar and not a tip for the hat boy. Thus the city which is dependent upon the central station, and you and I, as citizens of that city, must eventually suffer from the positive inability of the central station to do the very thing for which it exists. Evidently, here is a story which needs telling to every man and woman in the United States, and the campaign previously referred to intends to do just that thing.

The advertisement with which this article is particularly concerned is one which was contributed by the Westinghouse Electric and Manufacturing Company in support of the campaign, and is designed to tell to the public as much of the story, which has been discussed at length above, as is possible.

A Hoosier Breakfast Worth Advertising

Fruit or cereal with cream, bacon or ham and eggs, wheat cakes and maple syrup, toast and coffee, for breakfast on a railroad dining car for seventy-five cents is worth talking about and advertising these days. The Monon Route, the Chicago, Indianapolis & Louisville Railway, realizes that it has something worth while to advertise in a menu such as this at the price of seventy-five cents, and has taken fair-sized newspaper display space for that purpose. After describing the menu already given as a "Dining Car Breakfast at Pre-War Price," the advertisement continues, "This menu is not arbitrary, either; there are other options just as tempting—and good generous portions."

Will Leave Worcester Company to Enter Advertising Service Work

G. J. Lindon, who for the last two and one-half years has been advertising manager of Brewer & Co., wholesale druggists, of Worcester, Mass., will leave that company on June 1 to open offices in New York for the purpose of editing house-organs and conducting a merchandising service for toilet goods manufacturers.

The second annual conference of the National Association of Office Managers which was scheduled for June has been postponed until October 6, 7 and 8. The meeting will take place in Buffalo, N. Y., as originally planned.

A Single Mail-Order Advertisement That Pulled Over 80,000 Inquiries

Extraordinary Number of Requests Received by The Bedell Company
for Its Spring and Summer Style Catalogue

THE Bedell Company, of New York, operates a chain of seventeen retail stores in New York and other cities, for the sale of women's cloaks and suits. In addition to its retail store department it conducts a large mail-order business from its New York office, selling direct to the consumer. The business is exclusively retail.

A mail-order catalogue is issued twice a year, in the spring and fall, and a number of supplements are issued between seasons. The goods featured in the catalogue include a full line of outer and under garments for women and girls, men and boys, art linens, belts, hosiery, shoes, hats, sweaters, hair goods, hand and shopping bags, curtains, neckwear, and the like.

The catalogue is announced in national advertisements twice a year. For the spring announcement of 1921 but one national woman's publication was used. A page advertisement, in color, was run in the February number. It is reproduced herewith. As a result of this single advertisement, over 80,000 requests for the catalogue were received by the company.

"The only explanation we are able to make for this unusually large number of replies to one advertisement," said H. D. Stewart, advertising manager of the company, "is the merit of the goods, the reputation which the name of

the company enjoys with the public, the fact that we are about twenty-eight years old, and have been advertising consistently year after year."

This is undoubtedly a large part of the explanation. Nevertheless,

Meeting the New Conditions With Lower Prices

New York Style Catalog

NOW READY

For Spring & Summer

FREE

This year more than ever before, no woman should be without the beautiful *Belle* coming just from the press. It brings positive proof that *Belle* is the most beautiful of all. From an ONE HALF

[illegible]

Every Woman
Should See All the
Beautiful Style Changes

The *Canine*: New York House of Models' new "National Initiative with zero focus" is a principal focus—a study with the new Spring and Summer fashions. To see New York's new fashion creations—and its complex creation—there are presented exclusively by these artists. If you can't personally visit one of the new *Model* stores, it is as simple as making a priority reservation with the *Model* fashion gallery.

**No Other House
Like Beidell in the World**

We Guarantee to Satisfy
On Your Money Back

Bedell

Write for Your Copy

Attention: say look of Eulachon-look in use-look or importance. It illustrates, describes, and quotes people on the new style, which from York seems will be, at this exciting season. More pages on culture driving the business. See the Summer double issue on page 1. Send in your name and address today. \$10.00.

Bedell

14th Street Fifth Avenue
NEW YORK

BEDELL'S CATALOGUE ANNOUNCEMENT THAT
PULLED SO WELL.

the copy may have had something to do with the effectiveness of this particular advertisement.

In the first place, of course, the catalogue is offered "free." A picture of it is reproduced in the advertisement, and under the heading, "Write for Your Copy," are these words:

ADVERTISING

Art Applied to Selling

AN artistic and attractive advertisement does not necessarily result from decorating a piece of advertising copy with an illustration.

NOR does the amount of the expenditure, however great, control the result of art applied to the selling of goods.

For this reason it is not the practice of this agency merely to assemble art into its advertising.

The art department—and it is one of which we are

justly proud—is an integral part of our organization, and its services are available in all stages of advertising production.

It has always been our aim to make the charges for this service equitable to all concerned, and we are told that they are entirely reasonable.

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

MOSS-CHASE



"America's big book of Fashion—big in size—big in importance. It illustrates, describes and quotes prices on the new styles which New York women will wear this coming season. Many pages in colors showing the brilliant spring and summer shades to be in vogue. Send name and address to-day—*Now!*"

Then the heading of the advertisement—"Meeting the New Conditions with Lower Prices"—must have been an important factor in attracting the interest of the woman reader. For another thing, there is a statement under the caption, "The New Prices Are Down," that prices in this catalogue are "one-half the prices of last year," which statement is followed by a tabulated list of actual comparisons on silk dresses, skirts, waists, tailored suits and shoes. Then, not an unimportant factor in the copy is the guarantee set in a box—"We Guarantee to Satisfy or Your Money Back."

The advertisement, in view of the large number of replies it brought, is certainly an interesting one. It furnishes sound basis for the argument that price and product advertising in a time like the present is sure to get attention.

Buy Space to Fight Prohibition

In order to draw the attention of citizens to what it calls the "Prohibition Army of Occupation" and to arouse public opinion against the "un-American" Volstead Law, the Association Against the Prohibition Amendment, Inc., is using paid advertising space. In twelve-inch double-column copy, this society, which according to its own announcement, "does not advocate the return of the old saloon conditions," but "stands for fairness, moderation and respect for the Constitution of our fathers" urges people to help repeal the Volstead Law by becoming members and promising to vote for legislators who stand for the repeal of the Volstead Law.

A list of "nationally prominent" members, including a scattering of "Reverends" and "Honorable" is printed in the advertisement.

M. L. Corbett Leaves Cleveland Position

M. L. Corbett has resigned as director of sales and advertising of The Ko-Mar Company, Cleveland. To enter the wholesale coal business in Detroit.

Max F. Ihmsen Dead

Max F. Ihmsen, who for the last ten years has been publisher of the Los Angeles *Examiner*, died in Los Angeles on May 4, in his fifty-third year. Mr. Ihmsen's entire career was spent in newspaper work. For a number of years he was with the New York *Evening Journal and American*, and later became Washington correspondent of the New York *American*.

Montgomery Ward Shows Decreased Sales in April

The sales record of Montgomery Ward & Co., Chicago, for April, 1921, \$6,464,073, decreased \$3,027,383, compared with the sales for April, 1920, \$9,491,456. There is a decrease of \$16,371,387 in the sales for the four months ending April, 1921, \$25,179,440, compared with the sales for the corresponding period last year, \$41,550,827.

New Campaign from Indianapolis Agency

The John L. Clough Advertising Agency, Inc., of Indianapolis, is planning a campaign for Rose's Barber Supply House, of Waterloo, Ia., to introduce its line of toilet requisites through barber shops. Direct advertising, newspaper and periodicals are to be employed.

Confectionery Exhibit in Chicago

A Confectionery and Intermall Industries Exhibit has been opened at Chicago for the benefit of visiting retailers. The plan is for various candy manufacturers to take space and have permanent exhibits. Emmet C. Boyles, a business-paper publisher, is at the head of the undertaking.

Boston "Record" Sold

The Boston *Record* has been purchased by the Atlantic Publishing Company, a new corporation. Than V. Ranck, who for a number of years has been connected with Hearst newspapers in editorial capacities, is president of the Atlantic Publishing Co.

Appointments by "The Mirror" St. Louis

The Mirror Publishing Company, St. Louis, publisher of *The Mirror*, formerly *Reedy's Mirror*, has announced the following appointments: William Clarke Jewell, publisher and managing director; Emmett K. Thompson, director of advertising.

Weasley Mitts, formerly of Charles Daniel Frey Company, has joined R. W. Beach & Company, direct advertising, Chicago.

1921

t ten
Los
geles
Mr.
t in
years
rning
came
New

De-

mercy
1921.
com-
1920,
\$16.
onths
com-
pond-

lian-

ising
plan-
Sup-
roduce
rough
news-
em-

n

l In-
d at
g re-
randy
have
yles.
head

pur-
Com-
V.
years
news-
presi-
Co.

ror"

pany,
error,
miced
lliam
aging
ector

narles
t. W.
ising,

The many inquiries, by



received daily during the past few months, from people who learned of us from one source or another, but who did not understand our special field of operation, lead us to make this announcement.

We hold, in so many ways, a distinct and exclusive place in the printing art. Those who once understand where we fit in, send for us as often as they have our kind of work. Usually they merely want—*and always get*—quality, economy and a satisfactorily prompt delivery. In other cases, where speed is the prime factor, they want—*and always get*—delivery *as promised*; with quality and a fair price.

In the nine years

this company has been in business we have specialized in the lines of work described on the following pages. Our record of sales for those nine years, charted, is a continuous upward curve. For instance, our sales for 1920 were 17.52 times the volume of sales for 1914, and we now regularly serve close to 400 concerns, located principally in New York City and vicinity, and many at a distance—as far away as Omaha on the one side and Boston on the other.

Enlargements of Magazine Advertisements—

“GIANT ADS”

are *the* links between your national magazine advertising, the dealer and the consumer. A list of some of the enlargements of magazine advertisements made by us follows:

Aeolian-Vocalion
All-Steel Office Furniture
Anderson Motor Car
Cutler-Hammer Switches
Diamond Crystal Salt
Gould Storage Batteries
Gramm-Bernstein Motor Trucks
Hyatt Roller Bearings
Johns-Manville Products
Lady Mary Chocolates
L'Aiglon Dresses
Laun-dry-ette
Lee Tires
Liggett's Chocolates
Maddock Plumbing Equipment
Monroe Calculating Machines
National Electric Light Assn.
Pittsburg Water Heaters
Planters' Peanuts
Polly-Anna Underwear
Pond's Cold Cream
Premier Electric Vacuum Cleaners
Rusco Products
Standard Eight Motor Car
Stanley Vacuum Bottle
Toledo Scales
Torrington Vacuum Cleaners
Toy Manufacturers of America
True-Shape Hosiery
Waterman Pens
Western Electric Washers & Vacuum Cleaners
Woolco Snap Fasteners

Your advertisements in the national magazine interest or, still more, convince your prospects. “Giant Ads” render a further additional service—they re-awaken that interest or conviction at the very store at which your product is on sale.

The cost of Giant Ads is surprisingly low. Ask for new rate card on sizes up to 38 x 50 inches.

Broadsides—Posters— Wall Hangers—

and other large halftone or line work, in one or more colors, have been important features of our business for years. A partial list of those served follows:

Apex Electric Suction Cleaners
Cycle Trades of America
Day-Elder Motor Trucks
Duplex-A-Lite Fixtures
Fatima Cigarettes
Hess-Bright Bearings
Johns-Manville Brake Lining
M. W. S. Work Shirts
Pennsylvania Lawn Mowers
"Pennsylvania (R. R.) Standard"
Piedmont Cigarettes
G-Piel Muffler Cut-Out
Plumb Hammers and Axes
Richardson & Boynton Furnaces
Scribner's Magazine
Sheldon Axles
Skookum Apples
Subway Sun and Elevated Express
Tepeco Plumbing Fixtures
U. S. Cartridges and Black Shells
Western Electric Power & Light Outfit
Willys Overseas News Bulletin
Wyoming Shovels
Y. M. C. A. Thrift Posters

With our plate-making, printing and binding departments, we have the entire job under our own direct control from start to finish.

A promise made is—with us—a promise kept. Read the following letter from a large national advertiser (name on request):

"We want to express ourselves as greatly pleased with the hangers you have just produced for us, and as particularly pleased with the character of your service; especially, that you kept your promise on delivery, at a time when so many people are 'falling down' in this respect."

May we *please* you similarly?

In Addition to—

Giant Ads., Broad sides and other large sized printing, we specialize in short or long runs (50 copies or 50,000 or more) and quick deliveries on the following classes of REPRODUCTION work:

Office or Factory Forms: From hand-drawn or previously printed Copy.

Wide-Carriage Typewritten Statements: Either same size or reduced.

Graphic Charts: In black only or any number of colors.

Fac-Simile Letters: Letterhead, body and signature reproduced in one printing.

Data Books for Salesmen and Sales Engineers: Copy may be hand-drawn or typewritten and can be reduced to any data book size.

Code Books: Typewritten copy can be reduced to any convenient size, or made same size as originals.

Price Lists and Catalogs: Price changes can be made by pasting new prices over old, saving expensive re-composition of entire job.

Engineering Drawings: Large tracings reduced to any size and true to scale.

Maps: Any size, in one piece, up to 38 x 50 inches, and in any number of colors.

Legal Exhibits: Reproductions made in line or halftone of any kind of exhibit for legal cases.

Books: Any size, any number of pages. We particularly effect a saving on books carrying a large amount of tabular matter or other difficult composition.

Photographs or Wash Drawings: Reproduced in halftone or line or combination L. and H. T.

We also reproduce: Newspaper or magazine clippings; reports of research work; tariff or rate sheets; patent drawings; specification sheets; floor plans; cartoons; fashion drawings; insurance reports; machinery drawings; architectural plans; music score sheets; or any kind of hand-drawn, printed or typewritten matter, either same size as original copy, or reduced or enlarged.

Every large concern, from time to time, has some work, listed above, that *belongs* to us. Such concerns will save money or time (usually both) by having us do that particular work.

You ought to have our booklet which tells the story more in detail. Send for it *now*.

National Process Company, Inc.

117 East 24th Street, New York

Phones: Mad. Sq. 9676-9677-9124-10258

(This announcement was executed by our own plant)

nt-
ca
w-

as
ch
y
ne

c.

Trade-Marks on Patented Articles

The Chief Trouble with Coined Names for Such Marks

EASTON, PA., April 30, 1921.

Editor of PRINTERS' INK:

The letter from Joseph Larocque regarding the trade-mark status of the word "Celluloid" brings to mind an interesting opinion brought out by the attorneys for the Victor Talking Machine Company while I was with that concern.

The Victor attorneys held to the view that it was risky for such a word as the word "Victrola" to be used continuously with strict application to a certain type of patented instrument—that where this is done exclusive right to the use of a word may vanish with the expiration of patent rights.

I am not, of course, attempting to give the Victor view of this matter in all of its details, for I was with the company only a short time and that was three years ago, but readers of the magazines will observe that during the last three years the word "Victrola" has been applied also to Victor records, Victor styli, and other products. The Victor advertisements have also given an explanation of the trade-mark itself and its general application.

Equally interesting is the practice of the Eastman Kodak Company during the last few years. A number of the Eastman advertisements have explained to the public that the word "Kodak" is a trade-marked name applying to various products, not only cameras, but films, tripods, etc.

The principle involved seems to be that a trade-mark should indicate only the origin of the patented article.

Mr. Edison has apparently lost all exclusive rights to the use of the word "phonograph," although this word was a new word brought into being to designate his invention.

Any one may to-day make phonographs if he has the ability, the capital and the nerve (!), but only one concern can lawfully make Victrolas. Even the right to make a "Victrola" phonograph or talking machine has been denied.

Perhaps some of the legal departments of the larger advertisers could give some further light on this big topic.

It would be interesting to know how many owners of valuable trade-marks are careful to advertise their marks and to record this advertising and their usage in such a way as to make good evidence when occasion makes good evidence a desirable thing.

S. ROLAND HALL.

THE chief difficulty with coined names as applied to patented articles (as well as some which are not patented) is the fact that there is likely to be no other convenient name by which the public can describe them. It goes without saying that the public has a

general right to describe what is wanted, and the manufacturer or the retailer has a right to describe what he has for sale in terms which will be understood. This is a fundamental right which must be protected in order to secure to every man the right to enter into any lawful business, according to choice. Not to protect this right would amount to granting a practical monopoly in many important lines to the concerns already in the field.

In the case of patented articles the difficulty is more apparent, because there is a precise date established upon which the right to make the thing itself becomes public. The expiration of the patent ends the patentee's monopoly, and from that date any person can lawfully make, use or sell the precise article or commodity covered by the patent. But if he has a right to make it, he must also have the right to describe it in terms that will be commonly understood, else his right to manufacture is practically useless. He cannot sell his production unless he can make it understood what he has for sale. To deny this right would practically result in extending the patent monopoly for an indefinite, if not an unlimited, period.

AN APT CASE IN POINT

Perhaps the leading case of this sort is that involving the word "linoleum," which was a new word, coined to describe a new material. After the expiration of the original patent rights, infringement suits were brought against other manufacturers who used the name to describe their own production. In the course of one of these suits the Court asked a question which puts the whole problem in the proverbial nutshell. "If he is not to call his goods 'linoleum,'" said the judge, "will you tell me what in the world he is to call them?"

The expiration of patent rights

has recently brought about a somewhat similar situation with regard to the word "aspirin." This was to a degree anticipated by the original manufacturer who, for some time prior to the expiration of the patent, advertised his own distinctive trade-mark in connection with the coined name. Another important case is that of Singer Manufacturing Company vs. June, involving the right to use the family name "Singer" on sewing machines manufactured under the expired Singer patents.

The remedy described by Mr. Hall as being applied by the Victor Talking Machine Company (that of applying the coined name to other and different articles) may be effective if resorted to in time, and if the original article can be adequately described without use of the coined name. The chief difficulty is to persuade manufacturers of the necessity for prompt action. The common tendency is to delay until the expiration of patent rights is imminent, and then attempt to take cover in a mad scramble. The time for action of this sort is at the beginning of the term of the patent, not at the end of it.

As a matter of fact, the most disheartening thing in connection with the protection of trade-mark rights in general is the policy of delay, linger and wait to which many, if not most, concerns seem firmly committed. It is impossible to compute the tangible saving, in time and work and worry, as well as dollars and cents, which would accrue to the business community if someone could only persuade business men to give serious attention to trade-mark problems before they commit themselves to acts which definitely limit their rights. It is commonly assumed that the courts establish trade-mark rights, but this is emphatically not the case. The courts can do nothing more than define and protect the rights which have been established by the acts of trade-mark proprietors. No court can undo, or will attempt to undo, the results of past ignorance or carelessness.—[Ed. PRINTERS' INK.]

New Accounts With Lyddon & Hanford

The Lyddon & Hanford Company, advertising agency, with offices in Rochester, N. Y., and New York City, has recently obtained the accounts of the Bonat Products Company, Inc., New York, Bonnet hair nets, in newspapers; Rubberized Sheetting & Specialty Company, newspapers; Pioneer Products Company, Inc., New York, Air Peds, in newspapers; L & M, Adjustable Dress Form Company, Brooklyn, periodicals; Binney & Smith, New York, Crayons, etc., in periodicals and the Uppressit Products Corporation, in periodicals.

Elgin Soap Company Will Advertise

The Elgin National Soap Company, of Elgin, Ill., is planning a newspaper campaign in behalf of "P. E. P.," a pulverized household soap. Copy will be placed by Stavrum & Shafer, Inc., Chicago advertising agency, which recently secured the account.

Another new account with this agency is the Keipper Cooping Company, of Milwaukee, Wis., manufacturer of poultry supplies. Farm papers and class publications will be used.

Vancouver "World" Sold

The *Daily World*, Vancouver, B. C., has been purchased by Chas. E. Campbell, of Vancouver and associates. Mr. Campbell recently resigned as director of the Vancouver Sun.

John Nelson, who has been managing director of the *World*, was formerly with the *Victoria Times* and the *Vancouver News-Advertiser* in a similar capacity.

C. A. Abraham will continue as business manager of the *World*.

Will Advertise Automobile Lock

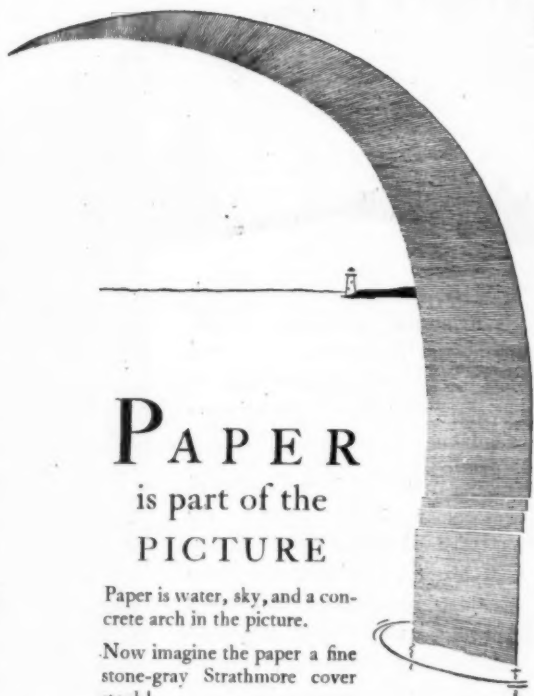
The Simplex Corporation of Chicago, manufacturer of theft-proof locks for automobiles, has contracted for a national advertising campaign, taking in general and class journals. Copy will be placed by the Charles H. Touzalin Agency, Inc., of that city.

Agency Companies' Association to Meet

The annual convention of the National Association of Agency Companies will be held in Dayton, O., May 20 and 21. This association is composed of houses that market their products through canvassing agents.

Death of Jonas Kuppenheimer

Jonas Kuppenheimer, for many years president and one of the founders of the House of Kuppenheimer, Chicago, died at Chicago on May 5. Mr. Kuppenheimer was born in 1854.



PAPER

is part of the

PICTURE

Paper is water, sky, and a concrete arch in the picture.

Now imagine the paper a fine stone-gray Strathmore cover stock!

Then write for the Strathmore Demonstration Set and *see it*.
Strathmore Paper Company,
Mittineague, Mass., U. S. A.

STRATHMORE

Expressive Papers





THE world, in its swing back to normal conditions, is looking to you Advertising Men and Sales Managers for guidance in the economic distribution of merchandise.

Atlanta, with a full realization of her responsibilities at this, the most critical period of our Country's history, is planning for you the best rounded-out convention ever staged, with an idea-producing, man-building program, plus sufficient recreation and entertainment to make you enjoy your work while here.

Don't let anyone tell you it's hot here in June—'tain't so! Atlanta's average monthly temperature is 75.6. Come on—you'll be made comfortable.

**REDUCED FARES ON ALL
RAILROADS**



Atlanta's June Temperature is Delightful!

Suggested Limitations of Federal Trade Commission for Marketing Associations

California Associated Raisin Company's Activities Are Reviewed

By Hugh E. Agnew

PROCEEDINGS of the Attorney-General's department—while presided over by A. Mitchell Palmer—against the California Associated Raisin Company came as a shock to the many believers in co-operative marketing. There was some apprehension as to just how far-reaching the activities of the Attorney-General might be, and how many co-operative associations might fall under the scrutiny of his department. Also the recent decision of the raisin company to discontinue selling through brokers and transact its business direct with wholesalers has raised a further question about co-operative marketing methods.

Briefly, it may be stated that there is no necessary connection between the two incidents. The court proceedings have in no way reflected upon co-operative methods of marketing as such, but have rather tended to clarify and define the position of the Federal Trade Commission toward that form of marketing, as will be shown later. The discontinuance of brokers came about in the regular course of the company's business.

In the last eight years the production of raisins has increased from 70,000 tons annually to 200,000 tons, and there is a strong probability that the increase in the next eight or ten years will be equally great. To keep consumption growing as rapidly as production is the big task of the associated company. By working directly with the wholesalers, it is thought that markets could be developed more consistently and with less lost motion than with the intervening broker.

Two hundred salesmen are to be employed who will work under district managers, in conjunction

with wholesalers. They will call on the retail trade, but deliveries will be made through wholesalers similar to the method employed by the Royal Baking Powder Company and others. In order to connect up more closely with this system of distribution, the increased advertising appropriation will be used in newspapers instead of increasing the space used extensively in national magazines.

This change in advertising mediums has been tried out in New York, Chicago and San Francisco. It was induced principally by offers of merchandising co-operation by the newspapers from which space was bought. Also it allows of a close co-ordination between the advertising and work of salesmen.

ADVERTISED BRANDS THREATENED

Eliminating the brokers also will bring the company into such direct touch with wholesalers that it is hoped to develop the most cordial relations. The unusual development of the business of the Associated Raisin Company, and the large part of the product which it controls, has made it difficult for some of the wholesale grocers to secure enough raisins to supply the demand for their special brands. The company, since it is spending something over half a million dollars a year in advertising its own trade-mark, has not felt called upon to pack private brands which might compete with its brand—"Sun-Maid."

It was this lack of raisins for private brands that had been something of a bone of contention. Also independent packers, whom Willie M. Giffen, president of the Associated Raisin Company, has openly charged with being re-



are being extensively used
by the largest National
Advertisers, because they
combine all the elements of

Weather Resisting Qualities
Large Range of Illustrative
Possibilities

Economy and Convenience
in Handling

Reasonable Cost

We also lithograph and print
Muslin Signs, Posters, Window
Trims, Cutouts and Paraffine
Cards.

Mail us subject matter for your
requirements and we will
promptly prepare and submit a
proposition that will be sure to
interest you.

National
Printing & Engraving Co.

Lithographers and Printers

New York, 134-140 W. 52nd St.
Chicago, 1590 Tribune Building
St. Louis, 646-650 Elm St.

sponsible for instigating the Government suit, complained that their business was being ruined because of inability to get raisins to pack.

Because the Associated controlled 88 per cent of the crop, it was charged with being a monopoly. Under the Clayton Anti-Trust Act growers of agricultural products, as well as labor organizations, are exempt from the penalties of that law. But because of the raisin company's peculiar form of organization, it did not deem itself entitled to the exemption furnished by the Clayton Act.

WHY STOCK WAS SOLD

Where the Associated Raisin Company differs from the California Fruit Growers Exchange, and the other "old-line" co-operating associations, is that the latter have no capital stock and declare no dividends. Voting is usually done on a basis of membership; each member having one vote. Of course "no capital stock" does not mean no capital. At the time the Associated Raisin Company was formed, nine years ago, its members were in too cramped a position financially to raise the million dollars necessary for handling the season crop. A stock company was formed and about 85 per cent of the stock subscribed by growers; the balance was taken by business men of Fresno, who were not actual growers, but who were interested in the prosperity of the industry.

The other 12,500 co-operative associations of the United States, listed by the Bureau of Markets, and others interested in this recent and rapidly growing system of marketing, may welcome information as to just what the position of the co-operative marketing association is, what it can and cannot do.

In order to take advantage of the Clayton exemption the association must be so organized that all who patronize it must share in its benefits in proportion to the extent of their patronage. No part of the membership may make a

HURST & HURST INC

announce that

MR. GEORGE ROSENFELD

has become a member of this organization and has been appointed supervisor of their press room. Mr. Rosenfeld acted in similar capacity for the Lord Baltimore Press of Baltimore, for a number of years; and prior to this connection, was associated with Thomas B. Brooks of New York, with the National Sample Color Co. of Chicago, and with Clark & Courts of Galveston. His wide experience in the production of fine printed matter will permit an even higher elevation of the standard which has already been established by us.

357 WEST 36TH STREET
NEW YORK

DEALER PRODUCT CONSUMER

Effective Advertising Displays
Window Store Counter
THE INTERNATIONAL DISPLAYS CO.
CLEVELAND, O.
PLANNING — COUNSELLING — MANUFACTURING

"Tel-U-Where"

On July 1st, there will be a "Tel-U-Where" Bureau of Information in operation in each of the following cities:

New York	Baltimore	Cincinnati
Chicago	Cleveland	Milwaukee
Philadelphia	Buffalo	Washington
Boston	San Francisco	Minneapolis
Detroit	Los Angeles	New Orleans
St. Louis	Pittsburgh	

Aggregate population 24,000,000.

Representative National Advertisers have already subscribed for "Tel-U-Where" service; and advertisements in August, September and succeeding issues will carry inserted phrases reading like this:

In the largest cities you can get the names of our local dealers and our literature by telephoning the "Tel-U-Where" Bureau of Information.

"Tel-U-Where" service gives National Advertising the strongest possible local tie-up by enabling prospective purchasers to readily find the advertised product.

**Tel-U-Where Company
of America
BOSTON, MASS.**

Boston
142 Berkeley Street
Back Bay 9230

New York
130 West 42nd Street
Bryant 9800

profit off the produce which the association handles for others. That is, the organization, as such, must not be a profit-making institution. The association hires officers on salary and pays the selling expense for which it is reimbursed from the proceeds of the sales. The balance goes to the growers in proportion to the amount of produce each contributes.

Exclusive contracts with growers for a term of years by which they are required to market their whole crop through the association under penalty of a fine have been held valid by the State courts. The Federal Trade Commission, however, did criticise the Associated Raisin Company for the length of time these contracts ran—three years from 1918 with an option for the company to exercise for another three years. Another criticism was that these contracts were binding in the event of the sale of the vineyard under contract. The contracts were recorded, and damages for violation became a lien on the property. If the Federal courts should finally rule adversely against these clauses of the contracts, it would be a surprise, as it will reverse the State courts, which so far have upheld them. Besides the Federal Trade Commission expressly stated that it had not found "these acts to be unfair methods of competition," according to a published statement made by President Giffen. However, in the compromise effected between the company and the Attorney-General's office, it was agreed that the options would not be exercised until the final court settlement.

The value of these exclusive sale contracts for a term of years was much greater when the association was organized than they are now after co-operative marketing has proved so successful for the industry. In fact, without the contracts the association could scarcely have survived the trials of the first years. When it was formed it succeeded some other similar organizations which



In Times of Trouble "PUNCH" Tower of Strength to Advertisers of High-Class Goods and Service

WITNESS: The worst slump in advertising and business in Britain for very many years has been that existing during the first three months of 1921.

But during that period every possible available inch of advertising space in "PUNCH" has been filled.

Many advertisers who cancelled their booked space in other publications did not cancel their booked space in "PUNCH" (although some did), believing that space in "PUNCH" was an investment they could not afford to drop. So "PUNCH" has been full to capacity all through the slump which is now dying.

Advertisers wanting space in "PUNCH" during 1921 should file their orders on the Waiting List. They might get in.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Boulevard Street
London, Eng.

Oakland Tribune HOME EDITION

Oakland, California

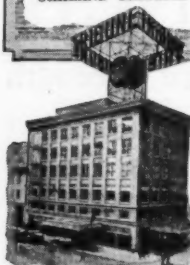
! You can at one cost reach the greatest number of possible consumers in the East Bay territory by using the

Oakland Tribune

(the home paper). The East Bay territory comprises the cities of Oakland, Berkeley, Alameda, and suburbs, with a population of 350,000 on the continental side of San Francisco Bay.

! This is the leading manufacturing and shipbuilding center on the Pacific Coast.

! You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.



The TRIBUNE renders excellent merchandising co-operation available for an actual or prospective advertiser.

Direct-by-Mail Advertising

Our twelve years of specialized service have developed what is perhaps the best equipped organization in America for producing unique, economical and resultful Direct by Mail and Supplemental Advertising.

Everything from a letter or broadside to complete campaigns.

**The House of
LIGHTFOOT**
1 Madison Ave. New York

had not been successful. It proposed to put out a new brand and establish new trade connections. This would be impossible if the new company could not show prospective customers that it would have the raisins with which to fill orders taken for future delivery. It was necessary, also, to be in a position to convince its prospective customers that they could buy from the association that year without any fear that it would have to return to the regular packers the next year, or the year following, and perhaps be punished by those packers for deserting them as others had been punished in past years.

So at the time the association was formed in 1912, growers signed five-year exclusive contracts. These contracts were not to become operative until 75 per cent of the vineyards of the State were signed up. As it developed, over 77 per cent of the growers signed the long-term contract. That put the association in the strong position to demonstrate to buyers that it would be able to supply raisins for at least a five-year period.

Aaron Sapiro, one of the leading attorneys for co-operative marketing associations of California, has said: "If you are going to organize a bank, with money to lend, you need money capital. If you are organizing a marketing association you need something to sell. The base of a marketing association is a contract with the grower under which the grower agrees to provide you with the things to sell." While these contracts may not be vital at this stage of development, they are still regarded as important, even by the oldest of the co-operative associations.

Pooling the products, which takes the speculation due to price fluctuation out of selling, and which is one of the fundamentals of co-operative marketing, was not mentioned by the Trade Commission. By the pooling system all produce delivered to an association within the time covered by the pool is paid for at the same unit price. The market may fluctuate.

What Shall I Say?

Is your copy
driving home
your story?

We can tell you
Stanley E. Gunnison, Inc.

Merchandising Advertising

Hudson Terminal Building

Tel. 2646 Cort. 30 Church St. N.Y.

Hotel Review Subscribers
will spend
\$5,572,160 on

LINENS

During 1921

A complete
survey of
the field on
request.

THE HOTEL REVIEW
PUBLISHED BY
GEHRING PUBLISHING COMPANY NEW YORK CITY
1480 Broadway

Agency
Commission
increased to
15% and 2%

Members Associated
Business Papers

Applicants Audit Bureau
of Circulations

An inquiry will bring interesting data



Announcement

Our constant search, in the interests of our clients, for men of achievement, whose character and ability are in keeping with our established standards, is rewarded again in the addition to our organization of

MR. GEORGE H. DAUGHERTY

who, with an exceptional record of fifteen years' continuous and growing success in rendering contact, plan and copy service, comes to us as a

Vice-President

MR. DAUGHERTY's work for some of the country's largest advertisers is too well known to need elaboration. His vision and vigor, combined with a sound knowledge of fundamentals based on long and practical experience, will greatly enrich the service resources of this organization.



JOHNSON, READ & COMPANY INCORPORATED *Advertising*

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies

tuate during the time the pool is being made up, but each contributor to the pool is paid the same price for the same quantity of produce of a given quality regardless of the market quotation on date of delivery. That takes the speculation out of selling so far as the grower is concerned, and removes all temptation to hold the produce off the market in the hope of an advance. Also, it enables the marketing company to keep a reasonably steady flow of the product to the market, thus preventing flooding or starving distribution centres.

Formerly price fixing was practised by the raisin company, as it is still practised by such associations as the California Prune and Apricot Growers. Contracts were made with various wholesalers for a stipulated number of pounds or cases, the price to be the "firm at opening," and fixed by the board of directors. That meant that on a certain day, sometimes months after the order was given, the board of directors would officially fix a price. And whatever price was then named would be the legally agreed price for filling the contracts. The protection of the buyer was that he would be given the benefit of any future decline in price, retroactive for the season.

METHOD OF ARRIVING AT THE PRICE

The Trade Commission criticised both angles of this policy—both the arbitrary fixing of price and the guarantee against price decline. It really amounted to a criticism of past performance so far as the raisin company was concerned, for it had already abandoned the practice. Last August the company put up and auctioned off 150 carloads of raisins in the New York market, which served as a price basis for the 1920 crop. New York commission men and dealers looked upon the transaction at the time with mystification and an inclination to ridicule those responsible. But subsequent events showed that the company had made a farsighted protection for itself in se-

curing an open auction price for adoption.

Like the long-term, exclusive sale contract for growers, the practice of price making and guaranteeing against reduction has not been passed upon by a court since the Federal Trade Commission criticised its use by the Associated Raisin Company.

The Federal Trade Commission went to some trouble to outline the limitations of a co-operative marketing association, if it wished to avail itself of the exemptions of the Clayton Act. In the opinion of the Commission an association must be organized: (1) Without capital stock and upon a financial basis in which the resources do not share in the profits; (2) with the profits eliminated both from the organization and from its stockholders on all operations of the incorporation; (3) with the restriction of membership or beneficial interests in the incorporation to those whose interests are identical—that is to actual growers. The raisin company did not claim the benefit of the exemption, so the court ruling will not apply in its entirety to other forms of co-operative marketing. To other co-operating companies having capital stock these provisions would seem to apply only if it handles more than 50 per cent of the product.

The various ways of financing a non-capital stock organization so that it still may have capital has resulted in a unique transaction between the grower and the association. When produce is delivered to the association all title and ownership passes with it, although the question of price is not settled. As soon as a wagon load of oranges is delivered to one of the local branches or divisions of the California Fruit Growers Exchange, it becomes the property of the exchange. The corporation does not obligate itself to pay any specified price for the product or, indeed, to pay anything for it, yet it becomes the absolute owner. Owning a quantity of produce enables the corporation to go to the bank and

RESULTS IN ADVERTISING

for my clients being extraordinary, caused me to say: "Father, all the advertising men in all the world are wrong but thee and ME, and sometimes THEE are wrong!"—and Father replied:

"My son, teach every client who does business with you to use only mediums that pay—those you have listed in Class A—and to keep accurate statistics on every piece of copy and proposition used, and they will soon know of THEE or the other fellow is RIGHT." And I never forgot that lesson, because accurate statistics cannot lie, bluff nor deceive even the beginner in advertising and eliminates gambling with questionable copy and publications, known to be in Class D, which are "dead ones."

Therefore, Mr. New or Old Advertiser, let me show you where to get and through whom to place your copy in mediums that pay. Let's keep statistics for awhile and see. This may turn a supposed failure into success and save you thousands of dollars.

MILTON F. MCINTYRE
solicitor of accounts and representative of reputable Advertising Agencies and their service departments, in the United States, Canada; England, France, Holland, Germany and Russia; son of Frederick T. McIntyre, internationally-known advertising expert, writer, lecturer and counselor in publicity. Residence, **ELMHURST, L. I., N. Y.**

The Small Advertiser

needs expert service and advice if he is to grow into a Big Advertiser. Too often such accounts are slighted by the Big Agencies. I have had

25 Years' Experience

helping small advertisers. Some of my early clients are now numbered among the Big Fellowz. At present I am handling about 40 accounts, but I have room to handle a few more small ones. An inquiry regarding your problems will cost you nothing. Maybe I can help you grow.

Frederick McCurdy Smith

Advertising

From Idea to Results

70 Fifth Ave. New York City
Telephone Chelsea 1968

borrow money to finance the marketing operations. Frequently these loans are sufficient in amount so that as much as 75 or 80 per cent of the estimated net value of the product is advanced to the grower at the time of delivery.

• Most of the co-operative associations form subsidiary companies which build packing plants and warehouses and own the other visible property connected with the business. It is these subsidiary companies also which do the buying of supplies. They are regular stock companies and operate under contract with the marketing association. Usually the stockholders in these subsidiary companies are members of the co-operative association. In general it can be said that the fixed capital is furnished by separate organizations.

In addition to the bank loans, operating or liquid capital is raised in various ways: Sometimes by charging membership fees based on acreage, also by building up a surplus account by holding out a small percentage of the returns, also by borrowing on warehouse receipts. The last is one of the great advantages of having the warehouses owned by separate corporations. One cannot issue a warehouse receipt to himself. But the receipts from the subsidiary corporations owning the warehouses are legal and valuable collateral for loans.

OTHER CRITICISMS OF THE COMMISSION

Other criticisms of the Federal Trade Commission on transactions of the Associated Raisin Company which might have a bearing on the activities of similar organizations were summed up in the following recommendations: (1) That it refrain from buying raisins for cash. (That referred to transactions early in the history of the company, when the holdover was bought. It has not been practised since the second year after organization, and in the opinion of President Giffen was not sound from either the legal or

Services Available

I have just recently resigned as

General Sales Manager
Advertising Manager
Director

of

ALFRED DECKER & COHN
Manufacturers of Society Brand Clothes

This leaves me open to consider propositions in other industries affording opportunity of big sales development.

EARLE S. BARBER
Union Leage Club
CHICAGO

"Die Zeit"

(Published Every Evening)

(The Jewish Times)

Our first message to National
Advertisers and Advertising Agencies

NO other Jewish newspaper has met the popular acclaim of the outsider as has "Die Zeit" (The Jewish Times) with its constant and aggressive Zionist editorial policy—a subject very dear to the Jewish reader.

In a word "Die Zeit" (The Jewish Times) is

Read—Absorbed and Discussed

and further exemplified in the full-hearted support received in its first six months of existence, when the sworn circulation statement issued to the Post Office March 31, 1921, based on actual paid subscribers and newsstand sales, was

45,679 daily
(Sworn)

During the months of March and April, and up to now, our daily press run has been 52,000, and still going up.

No list of Jewish papers is complete unless "Die Zeit" (Jewish Times) is added.

"Die Zeit," 153 E. Broadway, New York City
Telephone, Orchard 2100

business angles.) (2) That the production be no further curtailed. (3) Cancellation of all contracts fixing selling price on the condition of exclusive dealing. (4) Separation of plants purchased or leased from competitors so far as may be necessary to insure freedom of competition.

According to President Giffen's statement these suggestions are all agreeable to the company, and all had been complied with a number of years before they were made. They are recounted here for any suggestive value they may have for other co-operative institutions.

The controversy seems to boil down to these two points: First, is the practice of naming a "firm at opening" price by a marketing association, co-operative or other corporation legal? That question also includes the practice of guaranteeing against future decline.

Second: When a marketing company is organized with capital stock, as many of the co-operative associations are, is it permissible for them to handle more than 50 per cent of the total yield of any product? If they are organized without capital stock, of course the Clayton Act exempts them from this restriction.

The fact that extensive, co-operative advertising was purposely used to increase the consumption, and thereby indirectly advance the price, was not the subject of criticism by the Commission.

Clown Cigarettes in Southern Newspapers

The Axton-Fisher Tobacco Co., manufacturer of Clown Cigarettes, Louisville, Ky., is advertising in large space in a number of large Southern cities through the Thos. E. Basham Co., Inc. The campaign amounts to about \$40,000.

Cleveland Service Becomes an Agency

The Rae Advertising Company has been organized in Cleveland by Frank B. Rae, Jr., M. S. Wilder and Kathryn Maddock, to take over the business of the Frank B. Rae, Jr., service agency of that city.

The Atlanta Journal Atlanta, Ga.

Advertising Omitted

Two columns of advertisements were left out of The Journal today for lack of available space.

The routine notice above is reprinted from The Atlanta Journal of May 3, 1921.

Advertising in The Journal Sells the Goods

Rochester Is a Good "Try Out" Town

Rochester, the city of diversified industries and quality products, is an excellent town in which to try out your product. Population, 295,580 (U. S. Census).

Our service department will co-operate with you in merchandising your product in this prosperous territory.

Rochester Times-Union

First in Its Field

Circulation (A. B. C.) 64,018

J. P. McKINNEY & SON

Representative

334 Fifth Ave. 122 S. Michigan Ave.
New York Chicago

**You can sell
anything through**

DRY GOODS

The monthly magazine of the
Dry Goods trade

from pins to automobile
trucks, carried or used by
department, dry goods, spe-
cialty and general stores.

Rates furnished upon applica-
tion to publication office or to
your general advertising agency.

DRY GOODS

Est. 1899

**Formerly "DRY GOODS
and Apparel"**

Second oldest publication in its
field.

137-139 E. 25th St., New York
Tel. Madison Square 1241-2

***A Share in a Live
Magazine
Publishing
Business
in New York
Is Waiting for a Man***

who can sell, can
manage, is over
thirty, has had at
least ten years' expe-
rience in publishing
and who would enjoy
digging in now at a
sacrifice for the sake
of future profits.

ADDRESS "D. A.,"
BOX 241, PRINTERS' INK.

**Advertising
Can Sell Goods with
Price Intact**

Cornell Company Helps Lumber
Retailers Squeeze Business Out of
Present Market without Waiting
for Drop—Repair Business and
Alterations Featured—Booklet
Describes Converted Interiors

INSTEAD of waiting for the
resumption of building, the
Cornell Wood Products Company,
of Chicago, is now carrying on
an energetic newspaper campaign
pushing the use of Cornell wood
board for repair purposes.

An interesting thing about the
copy running in newspapers large
and small is that it keeps away
from price considerations and
bases its selling talk strictly upon
the utility of the wood board for
the purpose indicated.

An article in PRINTERS' INK of
March 3 told about the power of
well-directed advertising to move
goods without cutting the life out
of the price. The Cornell com-
pany is proceeding along this line.
People have generally got the idea
—and advertising has helped them
to get it—that further drops in
building material prices are to be
expected. Consequently the deal-
ers in these lines are having a
most difficult job to make even a
dent in the market.

Cornell, instead of touching
upon the sensitive subject of price
and thus automatically creating
distrust in the minds of its pros-
pects, is devoting its attention to
putting over a big smash in be-
half of wood board for what it
really is and can do.

It brings up such common-sense
arguments as "in these days of
high rents this is the ideal time
to utilize all spare space."

The idea is emphasized by the
offer of a booklet called "Cornell
Interiors." In this is described
such propositions as converting an
attic or a storeroom into usable
parts of the house. The plans in
the booklet are worked out on a
basis that enables them to be used

CHICAGO AMERICAN
EVENING

announces the appointment of

G. LOGAN PAYNE

as its

Pacific Coast Representative

427 Security Building

Los Angeles, California

MILTON F. HARRIS

Pacific Coast Manager

Mr. Harris was formerly Advertising
Manager of Armour & Company and
later Advertising Manager of French
Lick Springs (Pluto Water).

G. LOGAN PAYNE COMPANY

Marquette Building

CHICAGO, ILL.

To Get the Dealers

The General Manager of one of the largest and most successful soap concerns in America, in an interview with *Printers' Ink*, when asked if he had any difficulties in respect to dealer cooperation, said:—

"No, we use the best argument that can possibly be used with the dealer—we advertise **LOCALLY** and sell the goods for him."

NEW ENGLAND'S HOME DAILIES

have great power in the moving of merchandise of all descriptions. They are papers of character, possessing in a great degree the esteem and confidence of their readers.

These local dailies every day prove their worth to the local merchants as is instanced by the great volume of local advertising.

These papers can do much for you in marketing your product whether a food product, a household necessity, wearing apparel, or a luxury.

Here follow fifteen of New England's most dependable Home Dailies:

TAUNTON, MASS. **DAILY GAZETTE**
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS. **TELEGRAM GAZETTE**
Daily Circulation 75,158
Population 190,000, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. **POST-TELEGRAM**
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300; Member A.B.C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. **UNION and LEADER**
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 10,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN
Daily Circulation 17,353 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS
Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 53,821 A. B. C.
Population 129,563, with suburbs 250,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

by almost anybody, thus saving the expense of carpenter hire.

The advertising effort is being made in co-operation with the local lumbermen. The names of lumber dealers handling wood board are printed in connection with each local presentation.

The dealer in each case is urged to do personal work in advancing the idea of repairing and remodeling. This is especially good doctrine to urge upon him right now, because he has had comparatively little call for building material in general. In working in with the Cornell advertising plan he not only has an opportunity to make some worth-while sales, but gets some ideas that are especially valuable to him in advancing the interests of his business in general.

Cornell is really doing a smart thing in getting the repair idea so effectually before the lumbermen. People have held off from buying lumber and other materials for this purpose as much as they have deferred purchases in other lines. Their premises have deteriorated to a certain extent with their household furnishings. They have been holding off to an extent that makes representations about remodeling and repairing welcome and proper.

This is an example of advertising taking conditions as they are and getting business out of them rather than following the more expensive method of trying to bring about widespread changes.

New Accounts with Cleveland Agency

The Kiddie Togs Company, formerly the Enterprise Manufacturing Company, Cleveland, O., has placed its advertising account with the H. B. Kohorn Advertising Service, which was recently established in that city. The Kohorn service also handles the account of The Standard Knitting Company.

W. H. Osgood Joins Hanff-Metzger

W. H. Osgood, formerly associated with Good Housekeeping, has joined the staff of Hanff-Metzger, Inc., New York advertising agency.

Maine's Army

of Summer Visitors makes Portland one of the busiest of mid-summer cities.

Portland

itself a Summer Resort of no mean proportions, is

The Gateway to Maine Resorts!

Largest City in the State. Wholesale and Jobbing Center. Greatest Retail Merchandising Outlet.

Summer Advertising PAYS! in the

Express (Evening)

and Telegram (Sunday)

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*



STATIONERY

is held together in safe, ship-shape fashion when clipped with

Graffco Clips

They grip 2 to 60 papers safe and snug. They neither slip nor permit slipping; neither do they any injury to papers. They have no sharp points. Usable indefinitely. Dependable, good-looking, low-priced. Samples of 3 handy sizes on request. Write for some today.

GEORGE B. GRAFF CO.

19 Beacon St., Somerville,
Boston 42, Mass.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1858 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122
S. Michigan Blvd., KIRK TAYLOR, Manager.
Atlanta Office: 1004 Candler Building,
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,
A. J. DENNE, Manager.

London Office: 233 High Holborn,
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 35 cents a line, minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Albert E. Haase
Roland Cole Edward T. Tandy
Roy W. Johnson C. B. Larrabee

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MAY 12, 1921

Snap Judgment Not Highly Valued

A man who has attained to great success in the business world addressed a group of sales managers recently, and in answer to a question on what the sales or advertising manager could do to impress his board of directors with the importance of the selling end of the business as compared with other departments, said:

"Be chary of giving quick decisions. No matter what question may be put to you by your officers or executives, whether you know all about it or nothing about it, defer your answer. Say you wish to think the matter over. If the subject is important enough, submit your decision in writing. It will make a far better impres-

sion and be a better decision."

With the manufacturing manager, the superintendent or the engineer, the quick decision is almost impossible. Answers to casual questions sometimes require hours or days of careful investigation and experiment. Perhaps this is one reason why boards of directors appear frequently to give more of their time to the manufacturing side. Sales managers and advertising men are too prone to answer on the spot. Their quick assumption of knowledge of conditions inspires distrust.

But see what cultivating the habit of the slow decision would do for the sales and advertising executive apart from its effect on the higher officers. It would induce deliberation. It would drive him to the mat with himself. He would no longer tumble into the trap of his own speciosity. Instead of looking upon an inquiry as a challenge of his veracity or knowledge, he would regard himself as the specially designated agent to prosecute an investigation. It would become a scientific question, like a matter of kilowatt hours or thermal units—a problem in cold mathematics instead of a personal opinion.

When the president of the board says to his sales or advertising manager: "Most of our competitors have cut prices on their leaders. Don't you think it's about time we fell in line?" Instead of saying, "Oh, I think so," he would say, "Give me a week on that question, Mr. President, and I'll have some facts upon which we will be better able to make a decision."

Would not the president be apt to think that perhaps the facts would be worth knowing, whether they coincided with his personal opinion or not?

And would he not have a higher regard for the executive who refused to be rushed off his feet when it came to making fundamental changes in sales and advertising policies and leave more of these larger questions to the determination of the executive himself?

And also is not this the answer

to the often discussed question constantly arising in so many business organizations as to why "the old man" or some executive officer does not delegate more authority to his subordinates, or leave the management of the business to the younger generation?

What does echo answer?

An Opportunity for a Depressed Industry

During the war there was a substantial increase in the consumption of fish. For this, Government propaganda was no doubt largely responsible, as the Food Administration made great efforts to teach the people to eat more fish and less of the meat products needed for the men fighting across the sea. The Government's plea was naturally based upon patriotic grounds, since the case was an emergency one, and little effort was made to "sell" the public on the value of fish as a standard article of diet.

It is not surprising, therefore, that there has been a decline in the consumption of fish since the war ended, and that many of the fish companies have had to lay up their boats.

There is a remedy at hand for the weakened fishing industry, however, and it would seem that the time has come to apply it. That remedy is advertising. A properly directed educational campaign would create a new interest in fish as a food and direct public attention to the esteem in which it is held by dieticians.

And something more could be done. It seems reasonable to surmise that one reason for the low consumption of fish in the United States is public ignorance as to its proper preparation. The cooking and serving of fish in the ordinary restaurant is atrociously done, and it is probably not much better in the average home. The American people are not born artists in cuisine, anyhow—as the French are, for example. The frying pan—that relic of pioneer days—is still the favorite weapon of our kitchens, and whatever the basic merits of the frying pan, it

is often rough on flavors and inner essences.

The fishing industry therefore might profitably study the advertising of the coffee industry and of the California fruit growers and observe how patiently they are teaching the public the proper uses of their products. They are fertile in suggestions and prolific in recipes. They have learned that it is of small avail to induce people to buy your goods unless they know how to use them right. It is the repeat order that builds volume and creates stability.

Under present conditions fish is in large demand for consumption on Fridays only. The American people have acquired the habit of eating fish on Friday and on no other day of the week. If they can be taught to buy it on other days, the consumption of fish can be increased several fold. Such a consummation, it would seem, is devoutly to be worked for.

Are You a Hibernator?

It is a well-known fact that bears and their animal kindred, when their succulent feeding grounds begin to show the sear and yellow leaf of winter, go off to a cave where they roll up like a ball and pass the scanty season in sleep. This habit is called hibernation. However, it seems not to be peculiar to certain quadrupeds. Listen to this statement by an executive of a new concern:

"We found, when we ordered castings, the foundries were closed down or working only part time. We asked for bids from local jobbers on supplies running into thousands. They did not seem to get the idea we were serious. They seemed to think we were getting prices only for future buying or estimates. Why, it took them three weeks to come to life, and then only after we insisted we wanted to place orders then and not later. We sent inquiries out to twenty-seven manufacturers of a certain article, our requests running into eight or ten thousand dollars. It was exactly fourteen days before we received

a single reply, and to this day only five have ever answered our inquiries."

All this happened right after the first of the present year, when the recent much-advertised "slump" was at its lowest ebb. It seems to indicate that much of the slack in business is due not so much to tight money and the other often blamed factors as to torpor. What is needed is more hard work and less hibernation.

Needs of the Human Race

While some manufacturers are complaining that their goods are not commanding any eager sale, there comes the news that the American Humane Association of Albany, N. Y., is offering a prize of \$500 for the most satisfactory horseshoe or device which will prevent horses from slipping on too-smooth roads or icy thoroughfares.

This is a reminder that there is a crying need for many articles which if properly developed and perfected, would find a large market, buyers' strike or not.

Women would start a rush on any factory that would introduce an automatic, efficient and simple dish-washing machine priced at a figure within the reach of the masses. Farmers are still looking for anti-rat devices and stenographers for satisfactory, non-loseable erasers.

The world is always hungry for improvements in methods or machinery that will obviate drudgery, save time and increase comfort. It needs only to be properly sold on them.

The manufacturer whose present product is moving slowly would do well to consider changing that product. Humanity is only a living aggregation of wants. These wants are sometimes visible and even vocal; at other times they are not so apparent. But he who can discover and cater to "what the public wants," even if it be but a single article, need not worry about the depression in sales that is afflicting others.

The Printers' Ink Statute in New York

On May 4 Governor Nathan L. Miller, of New York, signed the PRINTERS' INK Model Statute which had been passed unanimously by both Houses of the Legislature. In so doing Governor Miller has rendered the legitimate advertising industry a conspicuous service.

For so long as the most populous and influential State in the Union maintained upon its Statute Books an insincere and futile law against fraudulent advertising, its example proved a serious stumbling block to the enactment of adequate laws in other States. Over and over again in the course of the ten-year fight to raise advertising in the public esteem, opponents of the Model Statute have pointed to New York as a conspicuous example, and have expressed themselves as being perfectly satisfied with a similar enactment. And well they might be. For the law which is now amended and superseded by the PRINTERS' INK Statute, though on the Statute Books for nearly twenty years, made it almost literally impossible to prove the guilt of an offender, and its advocates knew that it did.

Governor Miller and the New York Legislature have ended all that. Knavery and hypocrisy can no longer parade with banners inscribed "What's good enough for New York is good enough for us." The cause of honest advertising has taken a long step forward.

Goes with Grand Rapids Agency

James A. Gallagher, formerly associate editor of *Electric Traction*, Chicago, and later in the copy service department of that publication, has joined the copy department of Joe Stevens, Jr., advertising agent, of Grand Rapids, Mich.

Ferry-Hanly's New Chicago Account

The Ferry-Hanly Advertising Company, Chicago office, has obtained the advertising account of the Chicago Engineering Works, conducting a correspondence school of electricity.

A BANK'S INCONSISTENCY

W

WHEN a banking house erects a building it nearly always considers something more than mere utility. It gives careful thought to the impression its building is going to make upon the impressionable public. It seeks two ends besides the obvious one of a place in which to do business.

One is that the building should look strong, stable and safe.

The other is that it should reflect credit on the bank and add to its prestige.

But when that same bank selects paper for its stationery, and particularly for the checks it issues to its customers, does it consider equally those same two qualities? Does it select a paper that is both durable and distinguished?

Not always. Not even often.

Yet what could be more appropriate for a bank's stationery and checks than CRANE'S Bond, used by governments for their bonds?

100% selected new rag stock

120 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS



DAY & NIGHT

WORKING Day and Night *Even Now!*

A New York City Printing Plant, maintaining a Day and Night Service, doing best grade of Advertising, Catalog and House Organ Work, wants new business.

Advertising Printing should be in process of work day and night, without overtime charges—keeping down overhead costs and speeding up delivery. We meet this issue squarely with our Day and Night Shifts, regardless of volume.

Advertising Managers and Buyers can save money and get faster delivery on printing by writing R. J., Box 240, c/o Printers' Ink.

Mail Order ADVERTISING

100 Newspapers, 100

Total circulation over 2,000,000

As test, we will prepare and insert your 4-line advertisement in 100 busy newspapers, proved insertions, \$10.

Write for catalog of special offers.
220 West 42d St., New York, N. Y.

SCOTT & SCOTT

Office Furniture Taken Out of Seasonal Class

That advertising can revise people's custom-controlled buying habits and can make a business an all the year around proposition rather than one operating on a feast or famine basis is shown by the experiences of the Newton & Hoit Company, of Chicago, manufacturer and distributor of office furniture.

For several years Newton & Hoit have been fighting the idea that most of the year's business in office furniture should be centered in a few weeks previous to the May leasing season. During this time it has steadily increased its newspaper advertising with such results that the 1921 appropriation is larger than any up to date.

Along about the first of this year the company decided to make an advertised offer to protect its customers against any advance in price. It advertised that it had anticipated future price reductions, but that it would give its customers a written guarantee against any decline in price for sixty days after their purchase and would rebate them for any difference. This cleared the atmosphere and caused buying to start. Formerly Newton & Hoit advertised only in late winter and early spring, being guided in this respect by customers' buying habits. Then they concluded that there was no reason why it should not sell office furniture every month in the year. This policy was given its first real tryout in 1920 and the result showed that office furniture need not in any sense be regarded as a seasonable proposition.

Michigan Agency Appoints Copy Chief

George R. Cullen has become chief copy writer for the Walter J. Peterson Co., advertising agency of Grand Rapids, Mich. Mr. Cullen at one time was publicity manager and editor of publications for the Hudson Motor Car Co. and the Chalmers Motor Car Co. of Detroit. Since going to Grand Rapids he has been with the Brearley-Hamilton Co., Inc., and has conducted an agency of his own.

Western Real Estate Dealers Association to Advertise

The Inter-State Realty Association, with headquarters at Portland, Ore., will undertake an advertising campaign for the purpose of obtaining a membership of 7,000. This organization is a mutual co-operative association of real estate dealers in four Northwestern States. The advertising will be handled by the Boise office of the L. S. Gillham Co., Inc.

Arthur H. Farrow has left the Elbert & Richardson Co., Cincinnati, to become superintendent of the Alden Press, Holyoke, Mass. For many years he was with The Borden Press, Newark, N. J.

Executive

There is a man whose name is favorably known in practically every better grade department store in the country. He is the head of a well known company making a nationally advertised product which has become the unquestioned leader of its kind. More of it is sold on Fifth Ave., for example, than any competing line. This man is 37 years old, a college graduate, married, and of old New England stock. He has been earning a salary well up in the five figures.

Because of economic conditions entirely beyond his control, personal participation in his present activities will cease by about July 1st. He is looking for another interesting and sizeable opportunity to put his ability to work at building (or re-building) business. He is not "out of a job," and as he means to make his move permanent, he is not in the slightest hurry to form a connection.

His ability seems to be rather highly effective as an organizer. His partners, juniors and employees (at the present time some 400 in all) are intensely loyal to him, and efficient in the business they have helped him build. He has a long and wide experience in most forms of advertising but wishes a broader field than that purely of advertising. He has been unusually successful as a salesman and later as sales director. Several years ago he made a good living as a "consulting sales expert," and in this capacity did work professionally for many large corporations at \$100.00 per day.

The "small town field" and products going to "general stores" have always been of tremendous interest to him. His experience in this work is as broad as it is in the "big city" department store field.

Somewhere there is an opportunity "made to order" for this man. Broad gauge executive ability is at a high premium during these readjustment days. It remains only to introduce the need to the man who can satisfy that need.

Immediate salary means little to this man, comparatively speaking. The latent possibilities of a proposition for a really big success—the profits following the success—would be his greatest consideration.

Any communication will, of course, be held as confidential, and should establish the identity of the writer clearly.

Address "J. L." Box 242, Care of Printers' Ink

Advertise to Readers of
Extension Magazine
and They Will Buy

*Good Foods, Clothes,
 Shoes, Furniture, Rugs,
 Musical Instruments,
 Paints, Varnishes, Books,
 or anything educational
 or of a useful nature.*

EXTENSION MAGAZINE

Member Audit Bureau of Circulations

180 NORTH WABASH AVE., CHICAGO, ILL.

F. W. HARVEY, Jr.
General Manager

JAMES K. BOYD
Advertising Manager

EASTERN REPRESENTATIVES
LEE & WILLIAMSON, 171 Madison Avenue, New York City

MAY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)
Standard Size

	Pages	Lines
Review of Reviews.....	135	30,390
World's Work	131	29,344
Harper's Magazine	120	26,955
Atlantic Monthly	116	26,095
Scribner's	93	20,972
Century	83	18,725
St. Nicholas	44	10,063
Success	35	7,958
Munsey's	31	6,972
Bookman	30	6,846
Current Opinion	23	5,340
Wide World	19	4,312

Flat Size

	Columns	Lines
American Magazine	275	39,462
Red Book	214	30,733
Physical Culture	166	23,770
Sunset	151	21,707
Cosmopolitan	147	21,147
American Boy	95	19,074
Photoplay	123	17,657
Motion Picture Magazine	98	14,014
Boys' Life	80	13,674
Metropolitan	75	12,797
True Story	85	12,232
Hearst's International	66	11,271
McClure's	64	11,023
Asia	70	9,694
Boys' Magazine	43	7,382
Everybody's	27	3,954

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	533	84,248
Ladies' Home Journal	394	67,064
Good Housekeeping	338	48,436
Harper's Bazar	261	43,968
Woman's Home Companion	226	38,420
Pictorial Review	145	29,103
Delineator	163	27,831
Fashion Art	151	25,417
Designer	139	23,730
McCall's	114	22,876
Modern Priscilla	107	18,319
Holland's	91	17,240
People's Home Journal	80	13,600
Woman's World	68	11,684
Fashionable Dress	44	7,558
People's Popular Monthly	38	7,327
To-day's Housewife	32	6,499
Needlecraft	37	6,387
Green Book	33	4,749
Mother's Magazine	*..	*....

*Issue delayed.

Suppose You Wanted to Know or See:

Where "BLACK CAT TEXTILES" spent its money in 1920.

What "QUAKER OATS" did in January, February and March.

A complete report of all Tractor advertising.

What any publication carried in any or all lines.

A report on all SOAP and kindred advertising.

What any or all Farm Papers did in Gas Engines.

ASK US. We have compiled this and all advertising data for YOU. We have co-operation and a 100 per cent service—USE IT. LET US BE YOUR INFORMATION FILE.

Our reports are complete and accurate. They are intelligently arranged to show advertiser, publication, product, commodity or service advertised, space used and time used—month by month.

Our fees are very moderate and our service invaluable to Agencies, Publishers and Advertisers. Send now for complete details, sample report and special introductory offer on our report covering all 1920 national advertising on any class of products. Please use your business letterhead.

The Advertising Record Company

"Formerly Washington Press"

"Kudlering Advertising Reports"

179 W. Washington Street
Chicago

The Dominant Newspaper OF New Haven

Connecticut's
Largest City

The REGISTER is
"head and shoulders"
above any other paper
in its field.

DOMINANT in CIRCULATION

Every night twice as
large as any other New
Haven paper.

DOMINANT in ADVERTISING

The "REGISTER" leads
annually by Millions of
lines.

DOMINANT in PRESTIGE

Recognized leading pa-
per of New Haven.

NEW HAVEN REGISTER

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Country Life	281	48,310
Motor	266	44,688
House & Garden	246	38,923
Popular Mechanics	158	35,392
Vanity Fair	212	33,524
System	228	32,653
Field & Stream	198	28,322
Motor Life	178	28,203
House Beautiful	158	24,461
Outers'-Recreation	167	23,932
Arts & Decoration	140	23,632
Science & Invention	142	20,959
Normal Instructor	120	20,468
Popular Science Monthly. .	131	19,959
National Sportsman	116	16,622
Outdoor Life	109	15,643
Theatre	98	15,521
Forest & Stream	71	10,153
Rotarian	68	10,003
Illustrated World	39	8,859
Association Men	58	8,120
Extension Magazine	45	7,854
Outing	43	6,158
Internat'l Studio (April). .	32	4,516

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 April)....	211	36,925
Canadian Home Journal..	147	25,876
Everywoman's World	128	22,511
Western Home Mo. (April) .	99	17,872
Canadian Magazine	58	12,992
La Canadienne	71	12,511

VOLUME OF ADVERTISING IN APRIL WEEKLIES

April 1-4	Columns	Lines
Saturday Evening Post. .	279	47,495
Literary Digest	141	21,545
Town & Country	109	18,447
Outlook	61	9,003
Collier's	36	6,225
Forbes'	36	6,185
Life	35	5,087
Leslie's	28	4,872
Christian Herald	27	4,717
Scientific American	27	4,635
Argosy-All-Story	20	4,571
Independent	27	3,912
Youth's Companion	21	3,692
American Legion	23	3,320
Nation	23	3,270
Churchman	12	1,734
Judge	12	1,686
New Republic	11	1,645

Why Physical Culture Pays Advertisers

TO THE EDITOR:

I like the liberal policy of PHYSICAL CULTURE Magazine. By that I mean the publishing of every side of a question.

My magazines stay out for six months for everyone to read. Then I cut them apart. I have a book for the illustrated exercises and try them all—using different groups at different times for variety.

All articles pertaining to food go in my cook book. The best part of the editorials and Dr. Crane's page go in my "book of cheer."

Some articles written on specific diseases are kept in a separate book to be referred to in case of need.

In this way I keep the best part of every issue for constant reference and it takes very little space.

E. G. N.

Cambridge, Md.

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street

New York City

O. J. ELDER, Business Manager

L. Arthur Yurman, Advertising Manager

Western Representative

CHARLES H. SHATTUCK

770 Peoples Gas Bldg., Chicago, Ill.

New England Representative

METZ B. HAYES

Little Building, Boston, Mass.

April 5-11		Columns	Lines			Columns	Lines
Saturday Evening Post.	261	44,534		Christian Herald	26	4,563
Town & Country 148	24,985		Independent	27	3,938
Literary Digest 133	20,328		Collier's	19	3,323
Forbes' 58	9,981		Scientific American	16	2,806
New Republic 66	9,702		Leslie's	15	2,676
Nation 62	8,754		Argosy-All-Story	9	2,069
Outlook 53	7,825		Churchman	11	1,562
Collier's 40	6,886		American Legion	10	1,442
Leslie's 33	5,764		Judge	8	1,232
Christian Herald 30	5,100					
Life 34	4,966					
Independent 28	4,098					
Argosy-All-Story 17	3,965					
American Legion 24	3,512					
Scientific American 16	2,808					
Judge 15	2,174					
Churchman 12	1,753					
Youth's Companion 10	1,728					
April 12-18		Columns	Lines	Totals for April		Columns	Lines
Saturday Evening Post.	283	48,168		Saturday Evening Post.	1,356	230,667	
Town & Country 140	23,573		Literary Digest 571	86,972	
Literary Digest 115	17,593		Town & Country 398	67,005	
Collier's 42	7,220		Outlook 212	31,216	
Forbes' 41	7,119		Collier's 168	28,716	
Outlook 47	6,984		Forbes' 136	23,285	
Life 33	4,879		Christian Herald 128	21,783	
Christian Herald 26	4,527		Life 138	19,868	
Leslie's 26	4,424		Leslie's 116	19,863	
Scientific American 21	3,625		Nation 130	18,265	
American Legion 22	3,275		Scientific American 102	17,407	
Argosy-All-Story 13	2,977		Independent 116	16,678	
Nation 21	2,972		New Republic 109	16,146	
New Republic 17	2,594		Argosy-All-Story (pg.)	70	15,760	
Independent 17	2,551		American Legion 99	14,171	
Youth's Companion 13	2,325		Youth's Companion 59	10,097	
Churchman 13	1,929		Churchman 60	8,522	
Judge 12	1,736		Judge 59	8,356	
April 19-25		Columns	Lines	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS			
Saturday Evening Post.	263	44,858				Columns	Lines
Literary Digest 101	15,413		1. Ladies' Home Journal	394	67,064	
Outlook 50	7,404		2. Good Housekeeping	.. 338	48,436	
Collier's 29	5,062		3. Country Life 281	48,310	
Life 33	4,936		4. Motor 266	44,688	
Scientific American 20	3,533		5. Harper's Bazar 261	43,968	
Nation 23	3,269		6. American Magazine	.. 275	39,462	
Christian Herald 16	2,876		7. House & Garden 246	38,923	
American Legion 18	2,622		8. Woman's Home Comp. 226	38,420	
Youth's Companion 13	2,352		9. Popular Mechanics 158	35,392	
New Republic 15	2,205		10. Vanity Fair 212	33,524	
Independent 15	2,179		11. System 228	32,653	
Argosy-All-Story 9	2,178		12. Red Book 214	30,733	
Leslie's 12	2,127		13. Review of Reviews 135	30,390	
Churchman 11	1,544		14. World's Work 131	29,344	
Judge 10	1,528		15. Pictorial Review 145	29,103	
				16. Field & Stream 198	28,322	
April 26-30		Columns	Lines	17. Motor Life 178	28,203	
Saturday Evening Post.	268	45,612		18. Delineator 163	27,831	
Literary Digest 79	12,093		19. Harper's Magazine 120	26,955	
				20. Atlantic Monthly 116	26,095	
				21. Canadian Home J'n'l.	147	25,876	
				22. Fashion Art 151	25,417	
				23. House Beautiful 158	24,461	
				24. Outers' Recreation 167	23,932	
				25. Physical Culture 166	23,770	



THE best opportunity you will ever have to make a lasting impression on the mind of an individual, is during youth.

No better subject can be found than the keen mind of a boy of 15 to 16 years. At that age, he is wide open to suggestion. He is receiving the impressions that will go with him through life.

BOYS' LIFE, The Boy Scouts' Magazine, can supply you with the right type of boy at the right age.

The investment you make in advertising to these boys now will bring you returns over a long period of years.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

BOY SCOUTS OF AMERICA, Publisher

Member A. B. C.

200 Fifth Ave., New York 203 So. Dearborn St., Chicago, Ill.

PRINTERS' INK'S FOUR-YEAR RECORD OF MAY ADVERTISING

GENERAL MAGAZINES

	1921	1920	1919	1918	Total
American	39,462	73,312	53,115	32,971	198,860
Red Book	30,733	42,595	32,890	21,229	127,447
World's Work	29,344	36,560	34,720	20,162	120,786
Cosmopolitan	21,147	44,333	31,258	22,906	119,644
Review of Reviews	30,390	34,926	33,152	20,074	118,542
Harper's	26,955	29,820	28,084	12,923	97,782
Atlantic Monthly	26,095	29,935	23,949	13,458	93,437
American Boy	19,074	32,314	21,790	19,954	93,132
Scribner's	20,972	31,258	23,632	16,046	91,908
Sunset	21,707	33,140	20,709	15,487	91,043
Physical Culture	23,770	26,811	22,174	17,071	89,826
Metropolitan	12,797	27,645	25,196	17,363	83,001
McClure's	11,023	28,158	24,060	13,440	76,681
Century	18,830	22,204	19,800	12,061	72,895
Photoplay	17,657	23,532	19,084	11,567	71,840
Motion Picture Magazine	14,014	27,844	14,821	12,536	69,215
Boys' Life	13,674	21,365	11,146	10,085	56,270
Hearst's International	11,271	22,401	10,813	11,203	55,688
Everybody's	3,954	16,234	13,884	11,846	45,918
St. Nicholas	10,063	12,544	12,228	10,530	45,365
Munsey's	6,972	9,338	9,240	9,381	34,931
Boys' Magazine	7,382	9,436	6,879	5,264	28,961
Current Opinion	*5,340	*6,282	2,668	3,052	17,342

*New size.

422,626 641,987 495,292 340,609 1,900,514

WOMEN'S MAGAZINES

Vogue (2 issues)	84,248	155,189	119,179	86,024	444,640
Ladies' Home Journal	*67,064	106,000	82,922	60,707	316,693
Harper's Bazar	43,968	78,963	49,687	45,330	217,948
Good Housekeeping	48,436	68,090	53,153	43,677	213,356
Woman's Home Companion	38,420	77,000	53,851	32,318	201,589
Pictorial Review	29,103	68,800	54,833	29,058	181,794
Delineator	*27,831	66,995	45,058	26,916	166,800
†Designer & Woman's Mag..	*23,730	53,135	37,677	22,956	137,498
McCall's	*22,876	*33,021	*20,485	21,383	97,765
People's Home Journal	*13,600	23,550	15,937	14,107	67,194
Modern Priscilla	18,319	19,975	14,499	8,384	61,177
Woman's World	11,684	16,609	11,629	6,427	46,349
People's Popular Monthly	7,327	13,059	8,489	7,159	36,034
†Mother's Mag. & Home Life	x	15,130	8,684	7,622	*31,436
Needlecraft	*6,387	8,909	6,821	4,674	26,791

442,993 804,425 582,904 416,742 2,247,064

*New size. †Two magazines now combined. xIssue delayed.

‡Three-year total.

CLASS MAGAZINES

	1921	1920	1919	1918	Total
System	32,653	61,832	61,797	42,894	199,176
Country Life	48,310	65,016	43,344	38,304	194,974
Vanity Fair	33,524	58,330	41,393	39,691	172,938
Popular Mechanics	35,392	47,978	39,519	31,808	154,697
House & Garden	38,923	47,889	24,765	23,554	135,131
Field & Stream	28,322	30,304	29,778	17,817	106,221
Popular Science Monthly	*19,959	*28,608	*25,421	21,428	95,416
Theatre	*15,521	46,060	14,376	10,822	86,779
Outers' Recreation	23,932	21,317	22,880	13,224	81,353
House Beautiful	24,461	23,805	12,490	9,426	70,182
National Sportsman	16,622	15,890	16,665	11,233	60,410
Outing	6,158	10,499	10,077	8,440	35,174

*New size.

WEEKLIES (5 APRIL ISSUES)

Saturday Evening Post	230,667	*327,541	*281,858	*207,049	1,047,115
Literary Digest	86,972	*161,909	*169,157	*104,633	522,671
Town & Country	*67,005	*114,330	*71,203	*63,338	315,876
Collier's	*28,716	*50,935	*182,961	*58,548	221,160
Leslie's	19,863	246,582	*58,039	39,399	163,883
Outlook	*31,216	*39,871	37,504	*29,551	138,142
Scientific American	*17,407	*37,916	*37,745	*38,290	131,358
Christian Herald	21,783	*45,805	*36,296	*27,462	131,346
Life	*19,868	36,782	*34,231	*22,076	112,957

*New size. †4 issues.

‡3 issues. x2 issues.

GRAND TOTALS..... 1,712,893 2,765,611 2,229,695 1,616,338 8,324,537

We Earned It!



© Vanity Fair

The success of any advertising medium means the accumulated record of hundreds of successful advertising campaigns. Before a magazine makes any money for itself, it has to make a great deal for its advertisers.

In 1920, as for years past, Vogue made money for its advertisers to such an extent that it led the field in lineage carried for the following classifications (Publishers' Information Bureau figures):

First Among WOMEN'S Magazines in

Passenger Cars and Custom Bodies
Automobile Accessories
Confectionery
Hotels and Resorts
Mail Order Dept. Stores
" " Jewelry
" " Toilet Goods
Shoes and Slippers
Hosiery
Furniture and Decorations
Jewelry, Watches, Silverware
Toilet Articles and Drug Supplies
Local New York Shops
Local Shops Out of New York

First Among ALL Magazines in

Bags, Trunks, Pocketbooks
Tea, Coffee and Substitutes
Hair Goods
Physical Culture
Textiles and Dept. Store Goods
Silks and Satins
Linens, Woolens and Cottons
Ribbons and Laces
Women's Ready-to-Wear
Mail Order—General
" " Women's Wear
" " Children's Wear
Corsets and Brassieres
Hats
Notions and Findings
Underwear
Toilet Goods
School Advertising

Which means that Vogue has gained and held its leadership in quality product advertising of every kind for one reason and one reason only:

Because advertising to Vogue's class women pays out of all proportion to the cost of the space.

VOGUE

19 West 44th Street

RALPH F. BLANCHARD
Advertising Manager

New York City

STEVEN C. RAWLINS
Western Manager

The Little Schoolmaster's Classroom

THE lachrymose individual with the eyeglasses was talking so loudly that the Schoolmaster couldn't help overhearing. In the eloquence of his grief he fairly rattled the windows, and a couple of specimens of the early art of Henry Ford, on their way up Capitol Hill, actually shied when their drivers tried to urge them past the hotel. "You're next," he was shouting in the ears of a group of advertising men, "and don't you forget it! They're putting a censorship over on the movies, they're stiffening up the fraudulent advertising law so as to penalize your innocent mistakes, they're gonna take the sun out of Sunday, and first thing you know you'll have an inspector in every advertising agency to put overalls on all the table legs. If you want to show dainty Mary's underwear you'll have to put it on father. All right, laugh if you feel that way about it. Lookit what they done to booze!"

It seems that the man with the eyeglasses was gathering recruits for an anti-something-or-other, and the climax of his appeal was always the same: "Lookit what they done to booze." Finally somebody in the audience piped up with "Lookit what *who* done to booze?" The big man's reply was garnished with a number of extremely potent adjectives but it wasn't the right answer.

* * *

In times past, when the fight against fraudulent advertising was considerably warmer than it is now, the Schoolmaster has been accused of a good many different things. But never before, to his knowledge at least, had he been placed in exactly the classification recorded above. That the PRINTERS' INK Statute was a means of taking any of the joy out of life hadn't occurred to him, but doubtless the next step of those who oppose that horrendous measure will be to assert that it deprives

them of their personal liberty to lie when they feel like lying, and to tell the approximate truth when it suits their convenience.

* * *

Concerns that wish to make sure that outgoing letters are such as to make a good impression on recipients and yet are not large enough to afford a regular correspondence supervisor, might follow the example of a company known to the Schoolmaster.

A certain executive who writes good letters himself is designated as the supervisor ex-officio. Each week he selects carbon copies of the letters written by six correspondents and goes over them. When the cycle is complete, the work is started over again, thus touching every correspondent. When errors are found in a letter the offending correspondent is required to correct them without assistance. Recently it has been found useful to have two carbons made of each letter. One of these is sent back to the correspondent with a criticism, and if the stenographer has been at fault, the second copy goes to her for correction.

It has been found that this method keeps correspondents alert to their work, as they are naturally more careful and painstaking when they know that their letters will undergo examination by a competent critic.

* * *

The Schoolmaster recently visited the office of a friend, who was found sitting in front of a perfectly clean desk and leaning back comfortably while he gazed off into the distance.

"You don't seem busy," remarked the Schoolmaster.

"But I am; I'm trying to think," came the reply. "Are you one of those people who think a man is not busy unless he has his nose buried in a pile of papers? There are no papers on my desk, for the reason that I have turned

The Druggist of Today—and Tomorrow

His importance as a retailer—his reaction to advertised merchandise—his costs, buying habits, necessary profits, selling power—all are covered authoritatively in our recently published book "Merchandising Advertised Products Through Drug Stores". A copy will be sent you at your request.

*Write for the book "How to Judge
an Advertising Agency."*

J.H. CROSS CO.

General Advertising Agents

214 South Twelfth Street - Philadelphia, Pa.

Members
American Association
of Advertising Agencies

Members
National Outdoor Advtg. Bureau
Audit Bureau of Circulations



**CAPITAL TRADE MARK
and COPYRIGHT BUREAU**
REPRESENTATIVE ALL OVER THE WORLD
WASHINGTON, D.C. - WARDER BLDG.

PROTECTS
your trade-marks and labels by
registration and copyright in
the U. S. or abroad. A highly
trained corps of specialists.
Send for New Bulletin

Market News

"A Monthly Trade Paper"

FEATURING 5¢ to 25¢ MERCHANDISE

What have you to market that can be retailed
from 5¢ to 25¢?

Glad to work with you on merchandising and
advertising possibilities. We reach only well-
trained merchants.

458 BROADWAY, NEW YORK CITY

RDS

You could not duplicate
this monthly service on
sales, advertising and business con-
ditions for \$1.500—yet it costs but
\$15. Ask for May Bulletin and
literature—sent free.

403 Meridian Life Bldg., Indianapolis, U. S. A.

The RICHEY DATA SERVICE

Los Angeles—The largest city in the West

EVENING HERALD

The largest daily circulation in the West

MEMBER A. B. C.

Government Circulation Statement

April 1, 1921

143,067

It grows just like Los Angeles.

The Evening Herald goes into prac-
tically every home—covers the field
completely.

REPRESENTATIVES

New York: Chicago:
Herbert W. Maloney, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.

Attention!

Printers and Publishers

STORE and Basement to let on a long
term lease over 12,000 square feet net
space at less than \$2.00 per square
foot, in PENN. Terminal Section, 200
yards off BROADWAY. Ideal place for
plant offices and salesrooms. Heavy
floor capacity, high ceilings, three ele-
vators, very light, possession June 1st.

HINES REALTY COMPANY

334 FIFTH AVE., NEW YORK, N. Y.

'PHONE PENNSYLVANIA 1072

them all over to the other fel-
lows. I've learned to do that be-
cause of an incident that oc-
curred to me a good many years
ago. My chief caught me doing
some work that could have been
done, and should have been done,
by a \$15-a-week clerk. He glared
at me, got red in the face, and in
a voice as cold as ice said:

"You're the most valuable man
in this office, but you'll never get
anywhere unless you learn to
make other men work for you.
Listen! Next time I see you do-
ing work like that—pointing at
my desk—I'll give you a month's
leave of absence, without pay." I
took his hint. So that's why you
find me as I am to-day."

And the Schoolmaster apolo-
gized.

* * *

About a year ago the School-
master was in Cleveland and in
the window of the Union Trust
Company he saw a unique window
display that caused passersby to
stop and investigate. That win-
dow he described to the Class at
the time.

Again this year business took
the Schoolmaster to Cleveland,
and as he approached the Union
Trust Company he was sur-
prised to see quite a gathering
of people in front of the win-
dow. "Is this again, or yet?" de-
manded your pedagogue, elbowing
his way up to the window. What
he saw was a small, badly bat-
tered safe which had been broken
open by a burglar with a cold
chisel and a sledge-hammer. The
safe was a wreck. At the other
end of the window were grouped
a number of pictures of fires in
which valuables had been lost,
with a placard in the centre of the
group reading: "You may think
your valuables safe in your office
or home. These people thought
the same."

"This bank seems to have a cor-
ner on ingenuity as applied to
window displays," thought the
Schoolmaster as he walked on up
the street. "Wonder if they never
run out of ideas. There can't be
many possible ideas for bank win-
dow displays, anyway."

A C
write
and

Dr.
excel
is too

Brie
cent.
clien
gene
dry-
sults

Send
bond
and
natio
atten
for f

Last
for
who
wha

It m
com

Wanted

A Charles Austin Bates in embryo—a man who can write ads that will appeal to the man on the street and that will pay for themselves on a strictly mail-order basis.

Dr. Frank Crane has written one ad for me that is excellent. But I need a whole series, and Dr. Crane is too busy to do them all. Who would like to match pens with Dr. Crane?

Briefly, I sell gilt-edged bonds, yielding nearly 7 per cent. In the present state of the money market, my clients are willing to try selling these bonds to the general public through advertising, but ordinary dry-as-dust financial copy will never bring the results that we must have to justify the campaign.

Send me your idea of how you would advertise such bonds, bought in the past by large, exclusive investors and now offered the general public in small denominations. If I can see promise of genius in your first attempt, I will supply you with the necessary facts for future ads and I will pay you liberally for everything I use.

Last, but not least, there is a fine position waiting for the man who can deliver the goods. So, to one who feels that he has never had his chance to show what he can do, this may prove the opportunity of a lifetime.

It must be that there are some advertising geniuses coming along, and this is a drag-net to bring them to the surface.

CONVERSE D. MARSH

111 Broadway

New York

Essential Industrial Facts. Get Our Booklet.

ASK The Search - Light

Anything You Want To Know
—FOUNDED IN 1895—

To expand your business your first need is reliable information. To educate your public you need expert presentation. Our staff of practical business researchers, statisticians, economists, historians, working by methods tested by 25 years' successful service, can secure, digest and present facts in reports for effective use.

EGBERT GILLISS HANDY

Founder-President and Executive Chairman.
Francis Trevelyan Miller, LL. D., Litt. D.
450 Fourth Avenue, New York. Editor-in-Chief

Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lenox Bldg., Cleveland, Ohio.

Help when you need it

Direct-Mail Advertising is especially valuable in a buyer's market. "The Mailbag" is its monthly text-book. Its articles are all inspirational in tone. They help you to ward off any attacks of "Old Gus Gloom". He is apt to slip his arguments over right now if you aren't fortified against them. "The Mailbag" tells you what to do, how to do it, and encourages you TO do it. Articles on every phase of Direct-Mail Advertising written by men who have tried the ideas out and seen them succeed. Send your subscription NOW.

THE MAILBAG
A Journal of
Direct Mail
Advertising
\$2.00 per year

MAILBAG PUBLISHING CO., 1200 DW. 9th St., Cleveland

PRINTCRAFT PRESS

We do good printing fast
when a client "must have
it" in a hurry.

*A ring brings a principal,
with no obligation*

213 W. 40th St., New York
Near Times Square Bryant 131

MECHANICAL WINDOW DISPLAYS operated by the AMERICAN WIND-CLUTCH

Are Increasing Sales for Leading
Manufacturers. A Small Electric
Fan Furnishes the Power. Very
Economical.

Send for Catalog No. 31

THE AMERICAN DISPLAY CO.
DAYTON, OHIO



1c Gov't Postal Cards

5,000 for \$5.00 F. O. B. New York.
10,000 for 7.50 Neatly printed on
one side in black
ink. Cost of postals not included.
Special prices on larger lots. Get our
prices on Printed Forms. References.
Duryea Ptg. Co., Inc., 35 W. 3rd St., New York

And then your preceptor got a lesson in advertising, for he was suddenly confronted by the window of the Guardian Bank, before which a group of people was gathered. In the window were several Aladdin cooking utensils in various stages of manufacture and two bright new Perfection oil heaters, all of which are made by the Cleveland Metal Products Company. The display was flanked by photographs of this company's plants. And in the foreground was a sign reading:

ALLIES—
CLEVELAND INDUSTRIES AND
THE GUARDIAN BANK

It was a most effective visualization of the tie-up between the bank and one of the city's industries. It said in effect, "We help to make New Perfection oil stoves and Aladdin cooking utensils possible." It gave the man on the street a new and graphic conception of the function of a bank and its relation to the industries of the city. Undoubtedly it isn't a new idea, but it did prove a most convincing demonstration to the Schoolmaster that there is no end to the possibilities of even bank window displays. Apparently the same rule applies as to window displays for any other line of business: get an idea and then visualize it.

* * *

Anderson Pace Goes to American Wholesale Corporation

Anderson Pace, who until a short time ago was with the promotion department of *The Christian Herald*, of New York, has become sales promotion manager of the American Wholesale Corporation, of Baltimore. Mr. Pace has formerly held positions with Butler Brothers, the Chicago Association of Commerce, the United Publishers' Corporation and the *Literary Digest*.

CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

Real Printing Service

EQUIPMENT of thirteen machines, linotype and monotype, seven cylinder presses, complete edition and job binderies means SERVICE.

OPEN SHOP in a smaller city argues SERVICE uninterrupted by strikes and lower production costs.

We know what we can do and only ask an opportunity to show you.

DEMOCRAT PRINTING COMPANY

MADISON - - - WISCONSIN

RAPID ELECTROTYPE CO.

OF CANADA
LIMITED

CHARLES J. HIRT, *Managing Director*

Electrotypes, Stereotypes and Matrices

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST, TORONTO, ONT.

PLANTS AT

MONTREAL

TORONTO

LONDON

WINDSOR

A PRINTING REVELATION

High Grade Work at Rock - Bottom Prices

1000 Letterheads, \$3.75—in 5000 lots @ \$3.25
1000 Billheads . . 2.95—in 5000 lots @ 3.15
1000 Statements . 2.35—in 5000 lots @ 2.75
1000 Cards 2.35—in 5000 lots @ 2.90

*Urgent Work Started and Finished Within
24 Hours*

HOUSE OF MUNWAY, *Printing*
312 East 141st Street, New York

BUILDING MATERIALS

A MAGAZINE FOR THE DEALER

AT

NEW TELEGRAPH
BUILDING
DETROIT

REACHED
10,000
RETAIL DEALERS
BUILDING SUPPLIES
MONTH

A
MAGAZINE OF PUSH, PEPPER & PURPOSE

If it's **EXPORT** it's not **FOREIGN** to us
Millsco Agency, Inc. 432 Fourth Avenue, N.Y.

Copy Specialist

Are you seeking a new
idea for an old product?

Why not consult the woman who is
"Building a New Luxury Out of an
Old Necessity"? (See *Printers' Ink*,
April 28, page 19.)

Address "H. F.," Box 244, P. I.



Will You Go Open?

Send for monthly
proof sheet of

Skeleton Cuts

Cobe Service, 31 N. Michigan Ave.
CHICAGO

DESK ROOM For Rent

Bright office in new building just
opened in Grand Central Zone.
Telephone service. Publishers' rep-
resentative preferred. References
and particulars of business and
space required should be given in
writing. Address Box 243, care P. I.

ARTWORK for ADVERTISERS

Illustrating
Lettering &
Designing

J. L. F. W.
FOX & HAEMMEL
159 East 27th Street
New York City
Madison Sq. 7039

**Howell
Cuts**
for house organs
direct mail and
other advertising
ask for proofs
Charles E. Howell, 307 Fifth Ave. New York

Better Printing for Less Money

Best Printing—Best Service	Buildings on Catalogs at Low Prices
1000 Printed Book Letterheads... \$5.50	1000 Circulars 4 1/2 x 6 in. \$4.00
1000 Printed Envelopes 2 1/2 x 4 in. 4.50	1000 Circulars 6 x 9 in. 6.00
1000 Printed Envelopes 4 x 6 in. 7.50	1000 Circulars 9 x 12 in. 10.00
1000 Printed Business Cards 2 1/2 x 4 in. 4.50	1000 Circulars 12 1/2 x 16 in. 18.00
1000 Printed Billheads 2 1/2 x 4 in. 4.50	1000 4-Page Booklets 3 1/2 x 4 in. 25.00
1000 Printed Statements 2 1/2 x 4 in. 4.50	1000 4-Page Booklets 4 1/2 x 6 in. 25.00
1000 Printed Post Cards 2 1/2 x 4 in. 4.50	1000 4-Page Booklets 6 1/2 x 9 in. 40.00
1000 Printed Shipping Labels 2 1/2 x 4 in. 4.50	1000 4-Page Booklets 9 1/2 x 12 in. 45.00

E. L. FANTUS CO. 525 S. Dearborn St. CHICAGO

Canadian Daily Newspaper Annual Meeting Held

The second annual meeting of the
Canadian Daily Newspaper Association
was held at Toronto last week. Rep-
resentatives from a number of daily news-
papers throughout Canada were pre-
sent at the meeting, and took part in the
discussions. The following officers
were elected to serve for the ensuing
year:

President, J. E. Atkinson, *Star*, To-
ronto; vice-president, F. J. Burd, *Pre-
sence*, Vancouver; treasurer, Irving E.
Robertson, *Evening Telegram*, Toronto.
Directors, W. H. Dennis, *Herald*,
Halifax; E. W. McCready, *Telegraph*,
St. John; Lord Atholstan, *Star*,
Montreal; J. R. Henderson, *Gazette*,
Montreal; L. J. Tarte, *La Patrie*, Mon-
treal; Henri Gagnon, *Le Soleil*, Que-
bec; Geo. E. Scroggie, *Mail and Em-
pire*, Toronto; Chas. Dingman, *Herald*,
Stratford; T. H. Preston, *Expositor*,
Brantford; L. A. Guild, *British Whig*,
Kingston; R. B. Harris, *Herald*, Hamil-
ton; E. H. Macklin, *Manitoba Free*,
Winnipeg; W. F. Herman, *Star*,
Saskatoon; J. H. Woods, *Herald*, Cal-
gary; John Nelson, *World*, Vancouver.

Knit Goods Manufacturers Favor Open Price Plan

A resolution urging the adoption of
the open-price plan was adopted at the
annual meeting of the National Asso-
ciation of Hosiery and Underwear
Manufacturers, held at Philadelphia
last week. The resolution passed at
this meeting read:

"Resolved, That the convention of
the National Association of Hosiery and
Underwear Manufacturers, this fifth
day of May, 1921, approve the intro-
duction of the 'Open Price Plan' as an
addition to the association's activities, and
urge that it be so extended as to apply
to manufacturers of all types of hosiery,
and we recommend that all members of
the association co-operate in the work
of the open price plan for a complete
and thorough test of its feasibility as
a dependable medium of authentic in-
formation and for averting confusion
growing out of false statements willfully
made at disturbing prices."

Publication Printing

Let us estimate on your
daily or weekly newspaper

ELORE UNION PTG. CO.
33 First Street New York City

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Omco automatically locks your window, open or closed, prevents rattling. Factory distributors and exclusive territory agents wanted. **Olson Manufacturing Corporation**, Rochester, N. Y.

Wanted—Photo Retouchers on mechanical work. Steady position for only first-class men. Write, stating pay expected, and samples of work. **Dowd, Wyllie & Olson, Inc.**, P. O. Box 649, Hartford, Conn.

Are You a Producer?

Our direct-by-mail service is specialized in the apparel lines. It embraces everything from the planning to the mailing. We're looking for a "live wire" who can not only get the business, but execute it as well. Wonderful opportunity. **Box 619, Printers' Ink.**

ARTISTS and Advertising Men, earn big profits selling valuable art and reproduction book. Just off the press; latest processes and methods. Artists, advertising managers, agencies, engravers, printers and publishers buy on sight. Real opportunity to make big money without canvassing. Get details to-day! **The Linnings**, 110D West 40th Street, New York.

Wanted Sales Manager—A man with broad sales experience and a knowledge of heating systems. Must be of mature judgment, capable of handling large force of salesmen and have a record that rates him as a class A sales manager. Such a man can make a highly desirable connection with a large, successful and strongly established manufacturer making a nationally sold and advertised, high quality product. All details of experience, previous connections, etc., will be held in strictest confidence. Address letter to **Box 615, Printers' Ink.**

Department Head Wanted

A high-class, educational concern has an opening for a man or woman experienced in advertising and sales promotion.

We have an opportunity to secure the exclusive selling right of an educational service very much in demand. Have you the ability to take entire charge?

A small investment is required. A drawing account will be given with percentage of profits. Would you like to be part of a fast-growing organization?

Write, giving details of past experience and references. Confidential. **Box 605, Printers' Ink.**

Wanted—An experienced commercial artist who can draw for rotogravure, line and half-tone work. State salary and experience and, if possible, submit samples. Address **Arthur D. Marks**, Business Manager, *The Washington Post*, Washington, D. C.

Advertising Solicitor

Who knows he can sell space. We publish several magazines in the men's and women's apparel lines. Our service is sold only on results. Drawing account and commissions. **Box 620, P. I.**

Capable Manager for western agricultural publishing business. Prefer one with thorough knowledge of circulation methods and capable of making some investment. An unusual opportunity. Give full particulars as to your career in first letter. Address **Box 618, P. I.**

AN ASSISTANT ADVERTISING MANAGER

Wanted for corporation located about 200 miles from New York. Manufacturing gas blow pipes and mechanical devices, must be thoroughly experienced in all branches of magazine, catalogue and circular work. Preferably with mechanical knowledge, including understanding of blue prints.

Excellent opportunity for young man capable of handling all details in connection with progressive advertising and follow-up department.

Give full information regarding experience, age, salary, etc. **Box 601, care of Printers' Ink.**

WANTED

Big Calibred Advertising Representative

Long-established and prosperous national publication of general interest is to establish a Chicago office to increase still further large volume of high-class advertising now coming in from West.

If you can sell advertising on a big scale, if you have entree to advertising managers and key men in Western agencies and are big enough to have great executives glad to have your ideas on advertising and selling—a real salary and secure future await you.

If you are a business energizer, sell us by letter.

Address **Box 600, Printers' Ink.**

WANTED—Assistant Sales Manager and experienced sales correspondent by a large fire brick manufacturer. Must have experience in selling fire brick by mail, in person, and capable of directing salesmen. Excellent opportunity. Give age, reference, past experience and salary expected. Box 602, P. I.

Wanted—Assistant in Advertising Department of Corporation manufacturing Oil Well Supplies.

Young man with some technical training or experience preferred and with some advertising ability and sense gained in actual practice.

This position will lead to that of Advertising Manager for one who qualifies through intelligence and application.

Salary \$50.00 per week to start.

Address "W. T. H.," P. O. Box 461, Parkersburg, W. Va.

**SALESMAN ACQUAINTED
WITH BUYERS AND WHO
CAN OBTAIN ORDERS FOR
ROTOGRAVURE PRINTERS
CAN MAKE FAVORABLE
COMMISSION ARRANGE-
MENTS WITH THE LARG-
EST CONCERN IN THIS
LINE. THE WATER-COLOR
CO., INC., 209 WEST 38TH
STREET, NEW YORK.**

MISCELLANEOUS

FOR SALE

ADDRESSOGRAPHS

Two Model "B" Card Index Power Machines. Both in first-class condition. Box 614, Printers' Ink.

ADDRESSOGRAPH EQUIPMENT

WANTED

Several thousand model B card index frames, oak filing cabinets, metal drawers, tab shifting. Box 603, care P. I.

WANTED

**MONTHLY TRADE LETTER
COVERING WHOLESALE GIFT
SHOP FIELD. \$10.00. ADDRESS
BOX 608, PRINTERS' INK.**

sales directors, advertising managers and executives in every industry who want art work that expresses their product or service, should call Fred Kann, 321 Broadway, N. Y. telephone worth 1696.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters

CONNOR, FENDLER & CO.
New York City

Addressograph Equipment for sale, consisting of hand graphotype, electric drive Addressograph, 5,000 new Model "C" plates, stencil drawers, cabinet, etc. John A. Schwarz, Inc., 838 Broadway, Brooklyn, N. Y.

FOR RENT

Office on top floor modern fireproof office building, Madison Square district. Over 500 sq. ft., less than \$2 a foot. The Churchman, 912 Broadway. Phone Stuyv. 9660.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

A Complete Elliott Addressing Outfit consisting of one addressing machine, one stencil-cutting machine (both motor driven), six stencil cabinets with trays for stencils. All in first-class condition. Inspection and offer invited. Geo. W. Harvey, 6 East 39th Street, care of Aldrich Publishing Company.

IS YOUR PRODUCT SOLD TO WOMEN?

If so our Printed Advertising Paper Shopping Bags costing \$24 per 1000, can increase your sales. Can't be beaten for introductory and general advertising. Used by Armours, Morris, Wilson, Corn Products Refining, Calumet Baking Powder and hundreds of other large advertisers. Advertising novelty salesmen and agencies introduce this bag to your trade. Excellent proposition. The Pioneer Manufacturers, 963 Allis St., Milwaukee, Wis.

POSITIONS WANTED

Artist. Effective letterer, designer and layout man. Varied agency experience. Skilled in retouching black and white and color work. Moderate salary. Box 624, care of Printers' Ink.

Wanted—Experienced newspaper reporter wants position either on news or advertising end of good concern. Familiar with advertising and proof-reading. C. R. Sayre, Hampton, Va.

Assistant Copy Writer, 2 years' advertising experience, former high school teacher, insures better results before insertion by finding the strongest human appeal. Box 627, Printers' Ink.

Versatile Man for small publishing office. Successfully handled every phase, from proofreading and makeup, to selling advertising and circulation, personally and through mail. Box 611, P. I.

Mechanical Production

Man of wide experience with printers and publishers. Young (26), aggressive, full of pep. Practical knowledge of printing and production from copy. Best references. Middle West preferred. Box 617, Printers' Ink, Chicago Office.

Attention Editors—Experienced newspaperman desires to cover the Chicago territory for limited number of publications as special correspondent. Harry Miller, 2252 Haddon Ave., Chicago, Ill.

A Young Woman with two years' experience at advertising desk of publication and a thorough knowledge of editorial make-up, photo-engraving and printing desires position. Box 628, P. I.

IDEA, LAYOUT man, versatile illustrative ideas, visualization, dummies, typographical arrangements, roughouts; responsible for national campaigns' art slant reviewed in *Printers' Ink Monthly*; N. Y. (large) advertising agency man; not a finished artist. Box 626, P. I.

Successful SalesMAN

now employed as sales and advertising manager, wants road job. Eight years' experience selling advertising and printing. He is a consistent producer and a thinker. Age 29; single; college education. Box 623, care of *Printers' Ink*.

Traveling Salesman Available

Territory, New England States. Young man with ten years' Sales and Advertising experience offers services to manufacturer or merchant whose business is modern and expanding. Address "Sales," Post Office Box 1635, Boston (2), Mass.

Stenographer in Advertising Agency or Department. American, 27, married. Ten years' office experience. Will make good as stenographer in advertising agency or department. Knowledge of bookkeeping; rapid calculating machine operator. Excellent references. Box 604, P. I.

selling literature—the exceedingly rare kind that has so important and inescapably true a message about your goods that it **WINS YOUR CASE!** Booklets, folders, letters—loaded with creative salesmanship! Yet my prices are moderate. Box 610, *Printers' Ink*.

DISTRICT SALES MANAGER

For largest Hair Net and Veil importer acquainted with Dry Goods and Drug Jobbers in Central West desires to make new connections. Have handled detail men and will consider good advertised line with reputable house only, with headquarters in Chicago. Box 625, care of *Printers' Ink*.

SALES PROMOTION BY A SALESMAN

I want to tie up with a progressive concern as Sales Promotion Manager.

Five years in railroad advertising and statistical work.

Two years personally selling successfully auto accessories and specialties to jobbers and dealers.

Three years Sales Promotion Manager of my present firm—a large national advertiser—successfully selling by mail and in person.

I am looking for a bigger opportunity. Age 34. Married. Two children. Salary, \$4,000. Box 606, *Printers' Ink*.

SALES MANAGERS, ATTENTION!

Automotive Specialty Sales Engineer and Aviator now planning a flying trip across United States in reference to establishing sales agencies, calling on dealers and stimulating sales interest.

Also to demonstrate by Exhibition Flying the merits of the devices he carries. Association of this trip with devices will furnish better material for advertising copy, publicity, sales letters, mailing pieces, etc. Carry own press representative. Address Aerial Tramp, Box 607, care of *Printers' Ink*.

Circulation Man—Thoroughly trained as copy writer and correspondent in a large publishing house will accept responsible position on circulation staff of publication in or near New York City. Box 613, *Printers' Ink*.

TECHNICAL

ADVERTISING MANAGER

desires position with agency or manufacturer. Engineer with ten years' technical, editorial, advertising and agency experience. Box 609, *Printers' Ink*.

A Man

with a record of getting things done, experienced organizer, accustomed to analyzing conditions and intelligently therefrom suggesting a workable plan of operation, is open for immediate engagement. Domestic and foreign executive experience. American. Age 42, unmarried. Address Box 622, P. I.

Contact And Copy Man Advertising Manager Or Assistant

Capable idea man, forcible writer, thoroughly acquainted with art, typography, printing and engraving.

During nine years of intensive business training I have successfully promoted sales through correspondence, sold advertising for a class publication, planned and executed dealer campaigns for many large hardware manufacturers.

This knowledge and experience, the ability to work aggressively and consistently, and a determined effort to progress are at your disposal. Salary \$3,000.

Box 612

Printers' Ink

N. Y. C.

Experienced Layout Man

Familiar with copy writing, lettering, engraving. Six years' experience with large publisher. Desires position with added responsibility, increased opportunity. Address Box 621, care of *Printers' Ink*.

Table of Contents

PRINTERS' INK, May 12, 1921

Clever Plan Back of Sensational Gillette Announcement.....	<i>John P. Wilder</i>	3
Questions Asked and Answered Regarding "Millines".....	<i>Benjamin H. Jefferson</i>	17
Western Electric Company Finds a Way to Collaborate.....	<i>S. C. Lambert</i>	25
What You Should Know About Consumer Contests.....		33
The Registration of Descriptive, Geographical and Family Name Trade-Marks.....	<i>Roy W. Johnson</i>	41
What One Letter Did for a School.....		49
More About "Your Prices to Me".....		57
When Salesmen Get "The Blues".....	<i>W. H. Heath</i>	69
Salesmen and Advertising Work Best as a Team.....		77
Advertising to Overcome a Handicap Imposed by Revenue Laws.....		80
Advertising Finds Buyer for 27,000,000 Pounds of Surplus Product.....	<i>LeRoy P. Wight</i>	89
Advertising as Ammunition in Britain's Labor War.....	<i>Thomas Russell</i>	93
We Are Learning How to Pack Goods for Export.....	<i>C. C. Martin</i>	101
The Theatrical "Ad-Man" Tries to Kill Off a Superstition.....		103
Why Not Try English?.....	<i>Lester Markel</i>	109
What to Expect from a Foreign Advertising Appropriation.....	<i>A. B. Cole</i>	117
Advertises Oats by Oats Crop Contest.....		124
German Reparations and World Commerce.....	<i>J. A. M. de Sanchez</i>	129
Using Pictures to Tell a Long Copy Story.....		138
A Single Mail-Order Advertisement That Pulled Over 80,000 Inquiries....		142
Trade-Marks on Patented Articles.....		149
Suggested Limitations of Federal Trade Commission for Marketing Associations.....	<i>Hugh E. Agnew</i>	153
Advertising Can Sell Goods with Price Intact.....		166
Editorials		170
Snap Judgment Not Highly Valued—An Opportunity for a Depressed Industry—Are You a Hibernator?—Needs of the Human Race—The PRINTERS' INK Statute in New York.		
Summary of Advertising in Magazines for May.....		177
"Printers' Ink's" Four-Year Record of May Advertising.....		182
The Little Schoolmaster's Classroom.....		184

You Can Concentrate

on

- a city
- a residence district
- a business district
- a class
- a state
- a sales territory

and cover it with your sales message most intensively and at lowest cost, through the use of

Outdoor Advertising*

Thos. Osack Co.

Harrison and Loomis Sts.
CHICAGO

Broadway at 25th St.
NEW YORK

Outdoor Advertising—Nation-wide

**Painted Display Advertising
Electric Spectacular Advertising
Poster Advertising*

**Outdoor Advertising Builds
Sound, Enduring Business**

1921

Will Reward
FIGHTERS*is rewarding*

MAURICE L. ROTHSCCHILD has had one or more ads in The Chicago Tribune every week day since he opened his great men's clothing store fifteen years ago. In rain or shine, through wars, strikes, and blizzards, his ads have been as inevitable a feature of The Chicago Daily Tribune as the weather reports.

Last year his copy in The Tribune totaled 453,197 agate lines, which was exceeded only by three department stores. During 1921, instead of retrenching, Maurice L. Rothschild has advanced under the slogan, "1921 Will Reward Fighters." He has used more than one hundred thousand lines in The Chicago Tribune since January first. The results are summarized by him as follows:

"Our sales for the first quarter of 1921 are 21% ahead of the same period of 1920, in dollars and cents. In volume of merchandise the gain is far greater because prices are so much lower.

"It has cost a lot of money to get extra business. Our advertising costs more; we must do more of it; and we must give the public better values. Our profits have been cut, but our volume has been maintained. To maintain our volume we have had to secure many new customers. This new business may have been secured at no profit, but when the tide turns these new customers will be a wonderful asset.

"We have had one or more ads in every issue of The Chicago Daily Tribune since we first opened our doors, fifteen years ago. That tells what we think of The Tribune and why we are your largest advertiser of men's clothing."

Maurice L. Rothschild's busy store is a monument to the policy of keeping up advertising incessantly and increasing it to smashing blows when sales are most needed. The Chicago Tribune is proud of having been selected by this great merchant as the backbone of his advertising efforts.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Largest Morning Daily Circulation in America